



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Agency Partnership Program Policy Revision Discussion and Guidance

MEETING DATE: Wednesday, January 27, 2021

PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager

PRESENTED BY: Emily Vitas, Agency Partnership Consultant

RECOMMENDED ACTION: Staff is requesting Board review, discussion, and guidance on the updated and revised TTAD Agency Partnership Program Policy Revision Packet.

*Originally staff planned to bring the revised program back to the Board in the spring of 2020, but due to COVID this process was delayed. At the October 28, 2020 Board meeting staff presented the revised program packet for discussion. The Board determined they would prefer that the newly elected Board members would be seated prior to further Agency Partnership program discussion, and that ACAT should review the revised program packet at their December 01, 2020 ACAT meeting and submit comments. ACAT Comments are included with this report.

DISCUSSION: TTAD has a long-standing history of supporting the local community and its District constituents per the guidance of our Mission Statement: “The Truckee Tahoe Airport is a community airport that provides high quality aviation facilities and services to meet local needs and strives for low impact on our neighbors while enhancing the benefit to the community-at-large.”

At the November 6, 2019 Board of Directors meeting, after receiving presentations from staff and ACAT, along with hearing public comment, the Board directed staff to look at potential revisions to improve the Agency Partnership program, and to return to the Board with suggested program updates. To assist in this effort staff retained the services of Ms. Emily Vitas to work with staff in updating and fine tuning the program and process. The revisions include:

- Agency Partnership Submission Guide and Application (for external applicant use)
- Agency Partnership Program Outline (primarily for internal staff use, but will be posted with public materials)

The Airport District's legal counsel Josh Nelson provided the following guidance for consideration when revising the Agency Partnership program. "All partnerships must further a public purpose of the Truckee Tahoe Airport District and simply providing a benefit to the surrounding community or generated goodwill is insufficient. Rather, we need to tie the partnership to some dignified airport purpose (i.e., aviation, STEM, direct noise mitigation, airport emergency response, etc.)." Staff feels current airport initiatives like Climate and Green House Gas Emissions Reduction programs would also qualify per Mr. Nelson's guidance. A legal memorandum from Josh Nelson and Brent Collinson with BBK Law is attached.

It should be noted at the May 22, 2019 Board meeting, ACAT approached the Board to inquire as to the Board's interest in receiving ACAT review and recommendations, offering to provide additional guidance and counsel to the Board with the goal of improving the Agency Partnership program. The Board was appreciative of their offer and indicated they would like to receive ACAT recommendations. ACAT presented their findings and recommendations at the November 6, 2019 Board of Directors meeting. The Board directed staff to consider incorporation of ACAT recommendations into the Board's Agency Partnership program revisions project. Staff has worked diligently with the help of Ms. Vitas to consider these ACAT recommendations and incorporated many of them into the new program materials as presented. ACAT gave a final review of the revised Agency Partnership Program Packet at their December 01, 2020 meeting. ACAT chose not to give a formal ACAT action by motion but to provide the Board with the individual comments and recommendations from each Member that chose to provide a summary.

PROGRAM HISTORY: In 2011 TTAD began a program of Community Sponsorships, which included a \$25,000 budget in support of local qualifying organizations, thru District provided services, and/or cash sponsorship funding amounts of up to \$500 per year.

The initial TTAD Board concept for an expanded program (promoting beneficial and larger community Agency Partnership collaborations between TTAD and other local agencies and non-profits) came about after the District successfully partnered with the Truckee Fire Protection District in 2014-2015 purchasing a \$500,000 Aircraft Rescue & Fire Fighting (ARFF) truck, and also with the Truckee Donner Recreation and Parks District in 2015-2016 with a \$945,000 partnership funding of the community Aquatic Center. The proposed pool would be located within TTAD's Airport Land Use and Compatibility Plan (ALUCP) B1 zone (Inner Approach/Departure Zone). This program expansion resulted in the 2015-2016 adoption of guidance document Policy Instruction (PI) 311 "Community Sponsorships & Agency Partnerships".

The Airport Board and staff now have a five year plus history of successfully administering the District's Agency Partnership program. With each new partnership collaboration, we learn of ways to make the program even better. Twice since the inception of the Agency Partnership program, the Board and staff have made minor updates, fine tuning the application process and the partnering agency's requirements and obligations. The most recent update was in March 2019.

WHAT'S NEXT: Staff and our Agency Partnership consultant Emily Vitas will take the Board discussion and guidance directives to produce a final Agency Partnership Program Packet for future Board adoption. Staff anticipates submitting a revised Agency Partnership Program Packet to the Board for future approval, (potentially at either the February, or March 2021 Board meetings). Depending on what updates are adopted, PI 311, the guiding "Community Sponsorships and Agency Partnerships" document may require some future updates.

FISCAL IMPACT: For 2021 the proposed budget includes \$1,000,000 for Agency Partnerships, Transportation, and Housing Programs. Funding can be moved between these three categories. There is an additional \$100,000 budgeted for Community Sponsorships (<\$3,000 sponsorships).

In 2020, \$299,995 was expended in four Agency Partnerships from the \$367,000 budgeted. Also, in 2020 \$70,000 was budgeted for Community Sponsorships with \$60,875 being distributed. There was less demand in 2020 due to issues related to COVID.

SAMPLE MOTION(S): No motion required at this time. Staff seeks further insight and comment from the Board and public.

ATTACHMENTS:

- BBK Law Guidelines for Community Sponsorships and Agency Partnerships – 3 pages
- KKR Law District Use of Property Tax Revenue – 2 pages
- ACAT Dec. 1, 2021 meeting - Member Comments, PI 311 proposed updates – 5 pages
- Agency Partnership Program Update (Presentation) – 8 pages
- Agency Partnership Submission Guide and Application (External Use) – 22 pages
- Agency Partnership Program Outline (Internal Use) – 8 pages
- ACAT Community Engagement Framework (Use of ACAT Input) – 4 pages
- Community Investment, Sponsorships, and Agency Partnerships Policy Discussion Staff Report (Presented at the November 6, 2019 Board Meeting) – 28 pages
- PI 311 Community Sponsorships & Agency Partnerships (Guiding Document) – 9 pages



Memorandum

To: Tahoe Truckee Airport District
From: Best Best & Krieger LLP
Date: December 31, 2020
Re: Guidelines for Community Sponsorships and Agency Partnerships

SHORT OVERVIEW

The Tahoe Truckee Airport District (“TTAD”) provides community sponsorships and agency partnerships to support the community. Some have questioned whether these sponsorships and partnerships are consistent with the California Constitution’s prohibition on the gift of public funds. This memorandum provides an overview of the guidelines that TTAD should follow to ensure that its community sponsorships and agency partnerships comply with this requirement.

Simply stated, while the prohibition on the gift of public funds limits expenditures to those serving a public purpose of TTAD, the Board of Directors has substantial discretion to determine what constitutes a public purpose. The one limitation is that public purposes are determined by reference to the purpose and powers of TTAD (i.e., the operation of an airport). Based on this, TTAD has historically and should continue to provide community sponsorships and agency partnerships to projects that further some airport-related purpose.

ANALYSIS

OVERVIEW OF GIFT OF PUBLIC FUNDS DOCTRINE

Article XVI, Section 6 of the California Constitution prohibits public entities from providing aid, pledging credit, or making a gift of public funds or anything else of value to an individual or other corporation. To determine whether a proposed application of public money is a gift of public funds, the primary question is whether the money is to be used for a public or a private purpose. Courts liberally construe a public agency’s determination of what constitutes a public purpose, and as a result, the courts will generally uphold an agency’s determination unless it is “totally arbitrary.” (*Mannheim v. Superior Court* (1970) 3 Cal.3d 678, 691; *Community Mem. Hosp. v County of Ventura* (1996) 50 Cal.App.4th 199, 207.) Public funds intended to primarily benefit a public purpose will not violate the constitutional prohibition even if a private person incidentally receives a benefit. (*Redevelopment Agency of San Pablo v. Shepard* (1977) 75 Cal.App.3d 453; *Board of Supervisors v. Dolan* (1975) 45 Cal.App.3d 237, 245.)

A valid public purpose is determined by the authority and jurisdiction of the agency. For special districts, the appropriation must specifically further the purpose for which the special

district was established. (*Golden Gate Bridge etc. Dist. v. Luehring* (1970) 4 Cal.App.3d 204, 208.) In addition, what qualifies as a valid public purpose may be limited by the jurisdiction of the agency. For example, a county may give a city within the county funds to improve a city street after the board of supervisors determines the street improvements serve the general good of the county. (*City of Oakland v. Garrison* (1924) 194 Cal. 298, 304.)

PUBLIC PURPOSES OF TTAD

Applying these rules, TTAD has the authority to provide community and similar partnerships provided that they serve a public purpose. While the Board of Directors has substantial discretion to determine what qualifies as a public purpose, its discretion is not unlimited. All partnerships and related expenditures must serve a purpose of TTAD. TTAD's purposes are set forth in the California Airport Districts Act (Public Utilities Code section 22001 *et seq.*). Under this law, the District's primary purpose is to "...to facilitate the formation of intercity and county airport districts having responsibility for the development of airports, spaceports, and air navigation facilities...." (Pub. Util. Code, § 22002.)

The California Airport Districts Act grants TTAD a number of express and implied powers to accomplish this purpose. (See Pub. Util. Code, § 22004.) These include (1) to provide and maintain public airports, spaceports, and landing places for aerial and space reentry traffic, (2) to improve, construct or reconstruct, lease, furnish or refurnish, use, repair, maintain, control, sell, or dispose of property, including leasing property for "for any purpose and to any party whenever the board of directors finds that such lease does not interfere with use of such property for the purposes of the district or with the operations of the district," and (3) to hire and retain employees. (Pub. Util. Code, §§ 22553, 22553.5, 22554.) In addition to these express powers, TTAD has the general authority to "... do all acts necessary or convenient for the full exercise of any of the powers of the district." (Pub. Util. Code, § 22554(d); see also Pub. Util. Code, § 22004 [airports "may exercise the powers expressly granted or necessarily implied [by the Act]".]) The courts have noted the broad discretion this provides airport districts. (See generally *Lucas v. Santa Maria Public Airport District* (1995) 39 Cal.App.4th 1017.)

Below are examples of some community sponsorships and agency partnerships that would fall within TTAD's public purposes:

- Those related to airport programs or operations. For example, the purchase of emergency response equipment for local fire departments ensures that these agencies can effectively and efficiently respond to emergencies at the airport.
- Those related to transportation purposes provided there is some connection to the airport. This could include supporting bus service provided to the airport.
- Development or lease of airport property to serve community purposes.
- Acquisition and operation of workforce housing.

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ATTORNEYS AT LAW

- Development of trails and related accessibility efforts as set forth in the Trails Master Plan.
- Support of educational programs that further the airport's mission.
- Assistance in acquiring off-road vehicles where the recipients agree to provide transportation during the winter (or otherwise) to allow airport staff to access their remote telecommunications equipment, to assist in searching for downed aircraft and the transportation of injured aircraft occupants.
- Community sponsorships where the Airport is publicly recognized to advertise airport functions, raise public awareness, and generate goodwill. However, generating goodwill, by itself, is likely insufficient.

In an effort to ensure that there is a public purpose for all community sponsorships and agency partnerships, the Board has adopted a policy, PI 311, which helps define what qualifies as a permissible public purpose. This is important as this determination by the Board will be respected unless it is "totally arbitrary."

JOSH NELSON
BRENT COLLINSON



KAPLAN KIRSCH ROCKWELL

MEMORANDUM

TO: Kevin Smith, General Manager
Truckee Tahoe Airport District

FROM: KAPLAN KIRSCH & ROCKWELL LLP

DATE: February 6, 2015

SUBJECT: District Use of Property Tax Revenue

This memorandum is in response to your request for a preliminary analysis of the issues involved in the use of property tax imposed and collected by the Truckee Tahoe Airport District. Specifically, the District is interested in its ability to treat property tax revenue as non-airport revenue, and without the limitations imposed by federal law, and FAA regulations, guidance and grant agreements.

The District includes parts of two counties, and covers considerable property that is not on the Truckee Tahoe Airport (off-airport property). It is also our understanding that there is no real property on the Airport that is subject to the District's property tax (including any possessory interest tax). The fact situation here is somewhat unusual in that the District is both the owner of the Truckee-Tahoe Airport, and the entity that levies a tax on real property within the District boundaries but exclusively outside the Airport.

The normal principle is that all revenue generated by a public airport is considered airport revenue. A federally obligated airport is subject to complex regulations on the use of airport revenue and is permitted to use airport revenue only for the capital or operating costs of 1) the airport, 2) the local airport system, or (3) any other local facility that is directly and substantially related to the air transportation or passengers or property. See e.g., 49 USC 47107 (b).

The analysis, of course, depends on whether the District's property tax revenue is considered to be "airport revenue," and is therefore subject to the spending and use limitations imposed by federal law and FAA guidance. In the FAA *Compliance Manual*, FAA Order 5190.6B, airport revenue is defined in Section 15.6. The section most relevant to the issue here is found in 15.6.b:

15.6. Airport Revenue Defined. Airport revenue generally includes those revenues paid to or due to the airport sponsor for use of airport property by the aeronautical and nonaeronautical users of the airport. It also includes revenue from the sale of airport property and resources and revenue from state and local taxes on aviation fuel.

February 6, 2015

Page 2

b. Taxes assed by a special taxing district surrounding the airport and dedicate for support of the airport, but not derived from the use of the airport, are generally not considered airport revenue subject to the *Revenue Use Policy*. These tax revenue funds should be kept separate from airport revenue accounts and may be used for purposes other than those listed in 49 U.S.C. § 471017(b) and Section § 47133. (emphasis added)

Generally, a number of factors are used to determine whether the various statutes and policies apply to airport revenue. These factors include whether the use of the revenue is on- or off-airport, whether the revenue is from a federal grant or from airport concessions; or whether the funds come from the airport sponsor or a third party. In this situation, however, even though the District is both the airport sponsor and the taxing entity, it would appear that the District has wide latitude in using District property tax revenue, even for purposes unrelated to the cost of operating and maintaining the Airport. In order to take advantage of that flexibility, moreover, the District would need to ensure that its property tax revenue is segregated from its normal airport revenue.

There are likely to be issues of state law that are important, including in particular any limitations imposed by the California Public Utilities Code as it pertains to Airport Districts. We assume that Mr. Collinson will address those issues.

As the District focuses more specifically on a particular non-airport use, we may recommend additional research to address more precisely the facts at that time.

Comments from David Diamond

Spending Policy

Abstract staff from decision process - By more tightly defining what the Board is interested in doing, we can refine the list of applications, perhaps to the point where decisions are easier to make and explain. Where a decision is required between two or more suitable recipients, it might make sense for that decision to be made by a body larger than staff only. (I didn't mention this, but it just came to me: perhaps the three staff + ACAT. Further, perhaps those decisions could be brought before ACAT, similarly to how the agency partnerships are brought before the Board.) My goal here is to make it difficult for folks to think there is any favoritism or other influences happening behind closed doors.

Coordination with other agencies as a decision influencer - We might encourage more multi-district partnerships if we encourage applicants to split their asks between agencies. Weighted in favor of the ask could be a list of whom else they've asked, and/or who else they plan to ask. Contingencies on funding could help ensure the partnerships happen. This isn't to say that the Board would never fund something that wasn't, in part, funded by someone else. Just that this process improves an applicant's chances of success. My goal is that everyone starts thinking in terms of all the region's districts, not just the Airport.

Savings for future/bigger projects - I would like to see the Board set aside a percentage of tax revenue for future Airport-related projects, and/or regional JPA-style projects. Regional community benefit should be our primary goal with that tax revenue. My goal here is that we become positioned to provide bigger benefits to the region, without having to rely on bonds or other options that end up costing far more.

NOTE: I have drafted a proposal to the Board that reflects my comments and ideas below. I will present this for consideration once everything is official. This in mind, I'm not sure whether these comments should be presented to the Board ahead of time. If Josh feels these are the comments of an ACAT member that are fine to present to a Board that later includes that member, then I'm fine with it. But I'm not sure if this would be considered a presumptive Board member pushing an agenda item before it becomes official. I'll leave that call up to you and Josh. :)

ACAT

Better community representation - ACAT currently represents the opinions of six people. It cannot be considered a representation of the community because we neither solicit wider community input on topics that come before us, nor do we make it easy for the community at large to understand what's going with the Board or ACAT. My goal is to have an ACAT that better represents the District, while doing a better job of making sure that community understands what's being considered by Airport bodies.

Less barrier to entry - We have a tough time recruiting ACAT members. Part of this often appears to be about the time commitment. To be a member, I must commit a certain amount

of time each month. Further, I am required to submit a Form 700 and abide by the Brown Act. While these requirements make sense for elected officials, a community team should not be bound by such restrictions. We should encourage interested parties to talk to one another offline. We should also make it fine for those parties to not weigh in on topics in which they have no interest. For example, noise can be a big concern for folks near the Airport, while folks in Homewood might be more interested in Lake investments. My goal is to make ACAT something to which approved-by-policy parties can participate in or not, as they see fit. If all one cares about is noise, and the next agenda has nothing to do with noise, that person is not obligated to participate. I feel this more relaxed approach to membership might increase interest in becoming a member.

Greater options for action and communications - Without regulation by Brown Act, ACAT members would be free to communicate with one another, share ideas, and perhaps come up with proposed solutions. They would be free to participate on social media discussions, and they could present meeting topics without having to go through a chair or public posting restrictions. My goal here is a monthly meeting that has a loose agenda of topics, but is not restricted from speaking on anything else, should a member have something to add. Currently, we have public comment periods, but the body is not permitted to comment on what's been said. We lose the potential for a real conversation because of this.

Tighter alliance with the Board - ACAT should both respond to and influence Board agendas. The ACAT membership should be briefed (via email, presumably) on what the Board will discuss in its next meeting, and ideas and concerns ACAT members have should be brought before the Board, without the requirement for an official ACAT vote. Two Board members could be "standing" participants on ACAT meetings, even serving as hosts. They would serve as liaisons between Board and the more community-representative ACAT.

FIRST:

I WANT TO THANK, KAT, STACY, EMILY & OF COURSE JOE FOR THE EFFORT THEY PUT INTO THE RECOMMENDATIONS FOR THE BOARD ON THE TTAD AGENCY PARTNERSHIPS.

SECOND: AFTER REVIEWING THE 2020 “DONATIONS” I AM DEEPLY CONCERNED ABOUT POLICY INSTRUCTION 311. OF THE APPROXIMATELY 53 DONATIONS, IT APPEARS THAT 27 OF THE DONATIONS WENT TO EITHER, PARENTAL CHOICE ACTIVITIES, FUNDRAISERS OR CLUBS. PLUS TWO DONATIONS WHERE THE REASON WASN’T CLEAR. I DON’T BELIEVE THESE ARE AN APPROPRIATE USE OF TAX MONEY BECAUSE THEY DON’T BENEFIT THE WHOLE COMMUNITY

I BELIEVE THAT POLICY INSTRUCTION 311 NEEDS TO BE RE-EVALUATED AT THE BOARD LEVEL.

THE QUESTIONS I WOULD ASK.

- 1. DOES THIS DONATION IMPROVE THE QUALITY OF LIFE FOR THE WHOLE COMMUNITY? NOT JUST SPECIAL INTEREST GROUPS?**
- 2. HOW DO THESE DONATIONS MUTUALLY BENEFIT THE AIRPORT DISTRICT?**
- 3. SHOULD DISTRICT STAFF BE MAKING THESE RECOMMENDATIONS?**
- 4. SHOULD THE AIRPORT DISTRICT BE ASKING THE TAXPAYERS HOW THEY WANT THEIR MONEY SPENT?**

**I BELIEVE THE KINDS OF THINGS THAT BENEFIT THE WHOLE
COMMUNITY ARE SUCH THINGS AS TRAILS, PURCHASE OF OPEN
SPACE, WILDFIRE PREVENTION AND CURRENTLY HEALTH AND
SAFETY THAT BENEFIT THE COMMUNITY AS A WHOLE.**

**LYNNE LARSON
DEC 1, 2020**

Stacy's feedback on Partner Agency recommendations.

TTAD Policy:

- PI311: Why not ACAT recommendation to combine all "giving" policies under 1 overarching policy?
- PI311: Partnering with private agencies not addressed...that is why we recommended overarching policy for PI311.
- Application Review Policy: Decisions should not only rely on internal staff, but should include community advisors to broaden perspective and ensure transparency...perhaps ACAT?
- Application Review Policy: Policies that ensure proper oversight, disclosures and prior conversations/relationships - use of influence.
-

Due Diligence:

- All reviewers should sign Conflict of Interest and Confidentiality Statements
- When do the Agency Interviews take place and how is the Board privy to that information? It must be separate from a board meeting.
- What is the annual reporting expectation. The Annual Reporting is different than evaluating. Need process for both.

Criteria:

- Disqualify regranteeing. Grants to be given for someone else to regrant
- Confirm that a "Public Agency" must be the Partner Agency and not the nonprofit
- Define "Partnership" with expectations of MOU's, Board Approved Partner Agreement with Resolutions, Budgets
- Define Due Diligence process with assigned duties across selection team
- Have you considered only focusing on capital campaigns? The dollars could make a huge difference in capital projects and the Airport expertise/capacity seems much more capable of reviewing and assessing these types of projects. Plus, there is a lot to think about when funding nonprofit programming at larger amounts and not creating an operational burden or cliff.
- Define what kind of funding you prefer? Capacity vs. Programs, Cause Area, 100% funder? 50%? First dollars, last dollars?
- Show how ranking and application addresses "Parent choice" orgs vs. community benefit/common good

Truckee Tahoe Airport District Agency Partnership Program Update



Program Update: Goals

Update the Existing Program to:

- Focus on projects that are aligned with District Mission and Goals
- Comply with legal counsel's advice and recommendations
- Clarify guidelines and requirements for applicants
- Ensure an efficient / successful process



Program Update: Research

- Meetings with District Staff
- District Materials Review
 - Existing program and historical partnership info
 - ACAT recommendations
- Review of Placer County's Capital Projects Advisory Committee Process and Application
 - Meetings with county staff



Inclusion of ACAT Recommendations

- 2019 ACAT Recommendations Included in Existing Draft
- December 1 ACAT Meeting: Presentation and Committee Input



Deliverable: Submission Guide and Application

- District Priorities
- Applicant Expectations / Eligibility Requirements
- Submission Requirements
- Agency Partnership Application
 - Budget Template
 - Letter of Support Template
- Application Ranking Sheet and Matrix



Deliverable: Program Outline

- Annual Application Timeline and Process
- Participant Roles
- Partnership Reporting Form



Recommendations

- Once per year application cycle
- Dedicated staff: applicant relations and support, process and committee management, etc.
- Review committee: staff, board, community
- Review and incorporate ACAT recommendations



Questions





Agency Partnership Submission Guide and Application

Provides all information, guidelines, and eligibility requirements for applicants.

Includes application, templates, and rating sheet and matrix.



TRUCKEE TAHOE AIRPORT DISTRICT

Agency Partnership Submission Guide and Application



The Agency Partnership Program is focused on forming active and mutually beneficial relationships with local organizations and public agencies while providing benefit and value to the common constituents of both the Truckee Tahoe Airport District (the District) and the partnering public agency.

Agency partnerships are responsive to community needs, build value for the District, and reflect the District's mission.

Airport District Mission

The Truckee Tahoe Airport is a community airport that provides high quality aviation facilities and services to meet local needs, and strives for low impact on our neighbors while enhancing the benefit to the community-at-large.

District Priorities

Projects that receive funding will:

- Form active and mutually beneficial relationships with the District
- Provide benefit and value to the common constituents of both the District and the partnering agency/ies
- Be responsive to community needs
- Build value for the District
- Reflect the Truckee Tahoe District's mission

Furthermore, the District will consider projects which:

- Advance Science, Technology, Engineering, Arts, and Math (STEAM) education
- Support climate and greenhouse gas emissions reduction efforts
- Support aviation-related initiatives

Please review Pages 2 – 6 of this document before selecting to submit a project application.

A listing of past Agency Partnerships can be viewed here: [\(DISTRICT STAFF TO LINK\)](#)

ELIGIBILITY REQUIREMENTS

Before completing the attached application, applicants must comply with all eligibility requirements. If you are not able to check all boxes below, please consider revising your request, or seeking funding through an outlet that is a better fit for your needs.

- ☐ Agency Partnership must be endorsed, through a formal motion or resolution with findings approved by the governing board of another local public agency with an elected or appointed board. (Non-profit and community organizations are eligible when in partnership with a local public agency, and are named as such in the formal motion or resolution)

The motion approved by the partnering public agency governing board should:

- Describe the public benefit of the request and/or partnership opportunity
- Outline what the partnering agency intends to contribute to the request
- Express support for the requested event, program, or project
- If applicable, name the partnering non-profit organization

- ☐ Applicant is not a State or Federal Agency.
- ☐ Applicant does not promote religious purposes. Religious organizations are not excluded from Agency Partnerships; however, the purpose of the program must be as described in the definitions section of TTAD's Policy Instruction 311 and shall not serve to promote a religious message as the primary purpose.
- ☐ Applicant is not a political organization and/or individual campaign.
- ☐ Applicant does not discriminate on the basis of age (40 and above), race, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry, or national origin.
- ☐ Applicant is not a single individual. Applicant is not a for-profit organization.
If the applicant is a for-profit organization holding fundraiser programs, they must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization.
- ☐ Applicant's programs or events must provide a benefit to the Airport Districts' constituents or those living in the Districts' sphere of influence. The Applicant's programs or events must also principally serve District constituents.
- ☐ Applicant's programs or events must be open to the public and charge only nominal and reasonable participant fees where such fees and associated revenue are used to offset program costs or are part of the fundraising effort.
- ☐ Applicant is willing to present, in a public forum, a presentation describing the request to the Airport District's Board of Directors

- ☐ Applicant is not an individual or organization or public agency that has been named in a lawsuit involving the District or have pending or threatened litigation with the District.
- ☐ Applicant is of upstanding moral and public character. Applicants has a fiduciary responsibility to maintain a public image that corresponds with that of the District's mission and core values.

If a partnership is agreed to, the applicant must also comply with the following:
(failure to do so will result in future ineligibility for a period of two years from written notice)

- ☐ Obtain all required permits, clearances, insurance, and program authorizations within time restraints and in compliance with local, State, and Federal laws and any applicable Truckee Tahoe Airport District policies and procedures.
- ☐ Permanently acknowledge the support of the Truckee Tahoe Airport District where appropriate, and include on all printed information and advertising related to the event for which sponsorship was provided the following statement: "Major funding provided in part by the Truckee Tahoe Airport District" or other logo approved by the General Manager.
- ☐ Partnership recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program, event, facility, or equipment. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of the sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
- ☐ Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the District provides. This booth shall be provided at no cost to the District. If necessary, the District will provide its own booth and setup.
- ☐ Provide the District with whatever benefits are afforded other sponsors of similar sponsorship or partnership levels (i.e., logo display, sponsor table, advertising benefits, etc.).

In cases of significant financial partnership commitment, the District shall require, as a condition of providing such funding assistance, all of the following:

- ☐ That the public agency receiving such funds extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.
- ☐ That the recipient of funds execute, in favor of the District, a Release and Covenant Not to Sue by the Aircraft utilizing that airport or the fund recipient's use of their real property, fund recipient as to:
 - Any claimed damages or adverse impacts of the Truckee Tahoe Airport,
 - Aircraft utilizing that airport or the fund recipient's use of their real property,
 - Any land use restrictions or increased structural requirements imposed by the Truckee Tahoe Land Use Commission's Compatible Land Use Plan, whether currently in effect or as may be later adopted.

SUBMISSION REQUIREMENTS

In order to be considered for an Agency Partnership, applicants must submit a complete application that includes all items listed below. All information requested in this solicitation is mandatory unless otherwise indicated. Failure to submit any required attachments or complete required application components will deem the proposal incomplete. Incomplete proposals will not be scored or considered for funding.

The proposal must include the following:

(Please include Items 2 – 6 as attachments to the application)

1. Completed application document (Pages 7 – 15, attached)
2. Audited financials and a current annual budget
(if audited financials do not exist, the previous years' completed financials will suffice. If in first year of operation, please submit your current budget and any financials completed to date)
3. Letters of support (See template on Page 18)
4. Proof of nonprofit or legal entity status including Form 990 or letter of incorporation
5. Additional documentation, including program/project materials, existing marketing, etc. – this is not mandatory – please include whatever materials you have at time of submission

Public Agency Partnership

The partnering public agency shall outline their direct investment, funding, or in-kind contribution being applied to the Agency Partnership request. The District requires significant in-kind and/or direct cash contributions, or ongoing care and maintenance of a program or facility by the partnering public agency for an application to qualify for District funding under *PI 311 – Agency Partnerships*.

Budget

Applicant must provide their annual budget, budget for the project, and demonstrate that there is a fiscal readiness to receive funding.

Land Tenure Requirements

Applicants proposing projects on land owned by other entities must demonstrate support from the land owner. This may be achieved in a letter from the landowner. Planning proposals may be exempt if several sites are under consideration.

Letters of Support

All projects must include letters of support from businesses, nonprofits, government agencies and other community groups. A template is included on Page 18.

Proposal Ranking

Each proposal will be ranked per the Proposal Ranking Sheet included on Page 21. Please review prior to completing the application.

Review Process and Timeline

District staff will review applications to determine that the request is complete. Further research on your request may be conducted by District staff through internet searches, phone calls, meetings, and/or site visits. All applications that are complete and meet District funding eligibility will be presented to the Board of Directors. The Board makes all funding decisions.

Applicants will receive a response to their request within 4 weeks of submission, with funds provided within 90 days of submission. All entities receiving funding will be required to provide updates to the Board and staff.

	Proposal submission period/s
	District staff review for complete responses
	Committee review and recommendations
	Applications presented to the Board
	Presentations to the Board
	Board review
	Awards announced
	Funding distributed
	6-month written report due, including proof of District recognition displayed at the project site or in program materials
	1-year / final report due. Presentation to board required

** Please note this schedule is tentative.*

** Projects approved will not receive funding until after Board approval and execution of an agreement between the District and applicant.*

Proposal Submission

Please **submit 1 pdf copy** of your application and supporting materials **via email** to:

Marc Lamb, A.C.E, C.M.
Aviation and Community Services Manager
marc.lamb@truckeeatahoeairport.com

AGENCY PARTNERSHIP APPLICATION

The total application packet should be no more than **20 pages** including attachments. If the application exceeds the maximum page limit it will be considered incomplete.

Contact Information

Full Legal Name of Organization:		
Address:		
City:	State:	Zip Code:
Website:		
President/Exec. Dir.:		Title:
Phone #:	Email:	
Contact Person (if different):		Title:
Phone #:	Email:	

Proposal Request

Project Name:
Date of Application: — —
Project Term (Start/End Date):
Total Funding Requested:
Total Project Budget:
Geographic Area/s Served:
Funding Priority Area (select all that apply): <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;">- Arts</div> <div style="width: 50%;">- Math</div> <div style="width: 50%;">- Aviation</div> <div style="width: 50%;">- Science</div> <div style="width: 50%;">- Climate</div> <div style="width: 50%;">- Technology</div> <div style="width: 50%;">- Engineering</div> <div style="width: 50%;">- Other (Describe in project overview below)</div> </div>
Brief project overview:

SECTION I: ORGANIZATIONAL PROFILE

Please provide your organization's mission and vision statement.

Provide a brief overview of your organization's history and experience in managing and completing projects of a similar scope and scale.

Briefly describe the proposed project. Indicate if the project is new or continuing. If continuing, provide project funding history, accomplishments, funding shortfalls (if any), and explain why additional funding is needed.

SECTION II: PROJECT PROPOSAL

How does the project support the public purpose and goals of the Truckee Tahoe Airport District, (i.e. Aviation-related initiatives, Aviation Emergency Response, Climate and Greenhouse gas emissions reduction efforts, STEM, etc..)?

How will you recognize the support of the Truckee Tahoe Airport District in your project (see PI 311, Item 13, Page 8 for details)?

Does the project require outside agency approval? If so, please list the agencies below and status of the required approval. (i.e. County or Town, Police, land owner, etc.)

Will the project require maintenance? If so, how will your organization address maintenance needs and cost?

Please describe how you will measure success. How will your objectives be accomplished?

SECTION III: FUNDING

Total project cost:	
Total funds requested:	

Explain and justify the budget associated with your Agency Partnership request. Please attach your project budget to the application. A template is available for use, if needed, on Page 17.

Has the proposed effort been previously funded, by the District and/or other agencies? If yes, through who, and what were the funds used for?

Can the project accept partial funding? If yes, what is the minimum amount needed to successfully implement the project?

SECTION IV: COMMUNITY BENEFIT

Geographic Location

Geographic Area Served (Check all that apply)
<input type="checkbox"/> Donner Summit <input type="checkbox"/> Lake Tahoe – North Shore (Tahoe City North, to the Nevada State Line) <input type="checkbox"/> Lake Tahoe – West Shore (Tahoe City South, to Tahoma) <input type="checkbox"/> Northstar / Martis Valley <input type="checkbox"/> Truckee <input type="checkbox"/> Squaw Valley/Alpine <input type="checkbox"/> Other _____

Community Impact

How many will participate / could benefit from the project?	
Which age group/s are you targeting?	
% of full-time vs part-time residents the project will engage?	
Time of year the project will take place?	

Please describe how this project will help the community to feel more connected to the District and its mission.

SECTION VI: COMMUNITY SUPPORT/PUBLIC AGENCY COLLABORATION

Please attach any Letters of Support to the application. You are welcome, but not required, to use the Letter of Support template on Page 18.

Provide a clear description of how your public agency partner's contribution directly relates to the project's purpose, objectives, and approach. Attach proof of your partnership, including statement of the partner agency's contribution, to the application.

Please detail other community support for the project. Please include a listing of project partners including government agencies, other nonprofit organizations and/or community groups, and whether they are making a contribution to the project. If a contribution has been committed, please include a description.

- *End of Application* -

PROJECT BUDGET TEMPLATE

You are welcome, but not required, to utilize the template below. Use as many pages as needed.

INCOME

Check one

<u>Funding Sources</u> List sources of funding for the project <i>(including your District request amount)</i>	Amount	Funds committed	Funds requested
<u>Total Project Income</u>	\$		

EXPENSES

<u>Expense Items</u> List expenses for the project	Amount	Amount of item to be funded by District request
<u>Total Project Expense</u>	\$	\$

AGENCY PARTNERSHIP LETTER OF SUPPORT TEMPLATE

You are welcome, but not required, to utilize/share the language below.

On letterhead of partnering organization

Insert Date

Truckee Tahoe Airport District
Agency Partnership Committee
c/o Marc Lamb, A.C.E, C.M.
Aviation and Community Services Manager

Dear Board of Directors of the Truckee Tahoe Airport District:

On behalf of [*partner organization's name*], we would like to express support for the [your organization's name] proposal entitled [*project's name*] submitted for the 2020-21 Agency Partnership Award Year.

3-5 Sentences [*Explain why the organization supports this project. If applicable, note any contributions (staff, facilities, services) that the organization is committing to the project*]

Thank you in advance for your consideration of the [*project's name*] funding request.

Sincerely,

[Name of responsible person in partnering organization]

[Title of responsible person in partnering organization]

[Name of partnering organization]

[Address of partnering organization if not in letterhead]

SUBMISSION RANKING SHEET

Reviewer Name: _____ Date: _____

Project Name: _____

Minimum Criteria:

1. Project must score a minimum of 60 points to be eligible for funding.
2. Project must score points in all categories.

Please refer to this document for guidance when responding to application questions.

All proposals will be evaluated based on the categories listed below.

I. Alignment with District Mission		
<i>Please reference the description on Page 1</i>		
The project meets local needs, strives for low impact on our neighbors, and/or provides a benefit to the community-at-large		
The project addresses an aeronautical need or service		
The project helps achieve one of the Board of Directors annual adopted goals		
The project encourages STEAM education and/or engages the workforce of the future		
The project enhances aviation services, increases safety, or reduces annoyance		
The project support greenhouse gas reduction efforts		
Category Total		_____
		(Maximum of 30 Points)
II. Community Support		
The applicant has secured partners to achieve the project goals		
Landowners (if applicable), agencies, and/or stakeholders have been informed about the project and are partners, or have expressed support		
The applicant received letter(s) of support from government agencies and or community groups including nonprofit organizations, business groups, and other		
Public outreach and engagement have demonstrated public support for the project		
Category Total		_____
	(Maximum of 15 Points)	
III. Public Agency Partner		
Partner has made a substantial contribution to the proposed project		
Partner shares a common mission with the Airport		
Partner support is documented		
Category Total	_____	
	(Maximum of 20 Points)	
IV. Funding		
The applicant has provided a clear description of how funds will be used		
The project budget and funding request are reasonable (based on comparable projects)		
The applicants budget is thorough and complete		

The applicants financials are in good standing and there is a readiness to receive funds	
The applicant has taken steps to secure funding and/or in-kind support from other sources	
Category Total	_____ (Maximum of 20 Points)
V. Organization Profile	
The applicant has the organizational structure and capacity to implement the project	
The organization has established fiscal oversight and financial management	
The organization has experience successfully implementing similar projects	
The organization has demonstrated success in managing funding	
Category Total	_____ (Maximum of 5 Points)
VI. Project Proposal	
The proposal is complete and thorough	
The proposal addresses community benefit / need	
The proposal is feasible with a realistic timeline and schedule	
Category Total	_____ (Maximum of 10 Points)
Reviewer ranking of project application	Ranking total (maximum 100 points) _____

[illegible]



Agency Partnership Program Outline

An internal program outline that describes the process, parties involved, and provides annual reporting documents for Agency Partnership recipients

TTAD AGENCY PARTNERSHIP PROGRAM OUTLINE

1. Annual Process and Timeline
2. Agency Partnership Participant Roles
 - a. Agency Partnership Recipients
 - b. District Staff / Review Committee
 - c. Board of Directors
3. Agency Partnership Reporting Form

ANNUAL TIMELINE AND PROCESS

Program Timeline

*	District staff announce application period (start 90 days out)
*	Application submission deadline
*	District staff reviews applications for complete responses
*	Committee reviews applications and drafts recommendations
*	Applications presented to the Board
*	Applicant presentations to the Board
*	Board review
*	Partnerships announced
*	Partnership agreement contracts completed
*	Funding distributed
*	6-month written report due, including proof of partnership displayed at the project site and/or in program materials
*	1-year / final report due – recipient presentations to the board required
*	District staff presents to the board on program impact

*Dates to be determined by the TTAD Board of Directors

Program Advertising

The District will publicly advertise the annual application cycle and process, and will highlight program partners and successes.

Advertising Avenues

- Website – year-round
- District Newsletters
- Community Partners

Application Cycle and Process

- Advertise the application period 90 days before deadline
- Post the Agency Partnership Program Packet and Application on website

Agency Partnerships

- Highlight in District Newsletter
- Display recipients and projects on website

PARTICIPANT ROLES

TTAD Agency Partnership Recipients

- Comply with the actions / responsibilities listed in the Applicant Eligibility Checklist
 - Enter into Agency Partnership Agreement with the District
 - Complete project in compliance with the descriptions provided within the application
 - Recognize the airport as stated in the application
- Provide 6-month written update to District Staff, included proof of partnership recognition
- Provide 1-year update to District Board of Directors

District Staff / Review Committee

**Internal review will be completed by a 3-person senior airport management committee, made up of the General Manager, the Director of Finance and Administration, and the Aviation and Community Services Manager.*

- Comply with the guidelines set forth in the application and Policy Instruction 311
- Act as an ongoing resource for all those interested in applying for Agency Partnership funding
- Provide non-biased, complete review of applications
- Ensure applicant readiness by performing financial review and project due diligence
- Develop recommendations, with explanation of applicant rating sheet scores
- Report to the board annually on funding distributed, and program impact in the community

Board of Directors

- Comply with the guidelines set forth in the application and Policy Instruction 311
- Keep District's Mission and Agency Partnership Priorities front of mind when reviewing Staff recommendations and viewing applicant presentations
- Act as decision makers in Agency Partnership Awards and associated funding amounts

AGENCY PARTNERSHIP REPORTING FORM

6-month Reporting Requirements

- Complete pages one and two (unless project has been completed) of the reporting sheet

1-year Reporting Requirements

- Complete pages one through four of the reporting sheet
- Prepare and present an update to the Board of Directors, as requested by District staff

Please submit completed materials to:

Marc Lamb, A.C.E, C.M.

Aviation and Community Services Manager

marc.lamb@truckeetahoeairport.com

Contact Information

Full Legal Name of Organization:	
Project Name:	
Contact Person:	Title:
Phone #:	Email:

Please check the following boxes for activities that have been completed since funding was issued.

- ☐ Agency Partnership was endorsed, through a formal motion or resolution with findings approved by the governing board of another local public agency with an elected or appointed board.
- ☐ All required permits, clearances, insurance, and program authorizations needed to execute on the approve project have been obtained.
- ☐ The District has been permanently acknowledged at the project site (if applicable) and/or been included on all printed information and advertising related to the event for which sponsorship was provided, with the following statement: "Major funding provided in part by the Truckee Tahoe Airport District" or other logo approved by the General Manager.
- ☐ That the public agency receiving such funds extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.

We acknowledge that each project may be at different phases during 6-month and 1-year reporting. Please complete the following questions to the best of your ability and attach all materials associated with your project to this reporting document. If your project has been completed, please complete all questions below.

Provide a brief update on your project. Share any milestones, accomplishments, or challenges you have met since receiving funding.

Please provide a brief update on project funding. Have you remained within your proposed budget? Do you foresee any need for additional funding? If so, where and why?

If your project has been completed, please continue to the following questions:

Please share the impact your project had in the community, including number of community members reached, groups that were most engaged, and areas of the region that your project engaged.

Please describe how this project has helped the community to feel more connected to the District and its mission. Please share photos or stories that the District might be able to share publicly.

Please detail how you recognized the support of the Truckee Tahoe Airport District in your project, both permanently (if applicable) and through communications and advertising efforts.



ACAT Community Engagement Framework Explanation of Incorporation in to the Agency Partnership Program Update

*Details on how we've considered and incorporated ACAT recommendations
in to the Agency Partnership Program Update*

TTAD Community Programs Policies ACAT Policy Recommendations to Board of Directors

Community Engagement Programs:

1. Take a consolidated view of support, partnership, and funding policies on all Airport activities related to “community impact” such as storage space, agency partners, sponsorships and contract for services.
Recommending to the board
2. Clearly and publicly announce resources available, process to access, scaled to request.
See timeline and advertising process
3. Consider setting goals, metrics, and feedback loops around community impact
Goals are established through PI311, district mission, and board direction through annual areas of focus – this information is incorporated in to the Application Submission Guidelines.
4. Consider an annual strategic focus, set by the Board to inform direction with partners, agencies, and applicants. Example given is a focus on housing, forest health, STEM, etc. This could streamline application process, deepen collaborative partnerships and potentially deliver bigger impact. Proactively engage non-profits aligned with this focus for higher impact, longer-term community investments (greater than \$50,000?).
Agency Partnership Priorities on Page 1 of the Submission Guide and Application address the annual strategic focus identified by the Board of Directors, District mission, and information included in PI311

Due Diligence:

5. Right-size expectations, application process, due diligence and reporting to the size of the resources available/requested. A \$300 sponsorship does not require the same level of follow-up and involvement as a \$100k partnership.
NA – focused on Agency Partnership only in this process
6. Develop evaluation models that support decision making for the use of resources and partnerships. This provides a clear framework to share with community, especially after decisions are made.
 - Complies with existing policies
 - Historic giving
 - Private sector contributions and rationale
 - Clear understanding of real or perceived community benefit

- Follow-up reporting requirements, measurements, if any
- “skin in the game” financial commitment by partner

Addressed through development of Eligibility Checklist and Application Rating Sheet

- Determine readiness of different types of partners related to resources provided.
District accounting personnel will review financials and annual budgets to identify any funding concerns associated with the applicants’ readiness to receive funds. Inclusion of Submission and Eligibility Guidelines, and a question and ranking application process should help identify additional gaps around readiness for partnership.
- Develop annual disclosure process and oversight on conflicts of interest and confidentiality as it relates to vetting resource and funding partnerships.
Did not address in this update
- Due Diligence processes, such as interviewing potential partners, assessing public support, verifying operational, financial and governance structures, should be separate from the public process. Ensure that process provides fair opportunities for competing interest to make their case.
Application Review committee will conduct due diligence during the application review and rating process. Board of Directors will make partnership decisions in a separate meeting from that of the Agency Partnership Applicant Interviews.
- Board should approve decisions that might appear to benefit or compete with the private sector. Staff ensures transparency of process to fund a private enterprise, including follow-up reporting policies, ensure contribution aligns with Airport Mission
Did not address in this update
- Clarify issues around land-usage and community space
NA – focused on Agency Partnership only in this process
- Clarify issues around parental choice activities and broad community benefit?
Incorporating application questions and ranking process will help identify intention of activities and broad community benefit.

Reporting & Evaluation:

- Clearly define required reporting and evaluation. Ensure it is right-sized.
Addressed through submission and eligibility guidelines, the ranking sheet, timeline and process outlines, and the annual reporting form

14. Report to the community, the connection of funds/resources to community benefit.

The creation of the application, ranking sheet, and annual reporting requirements should address this, in addition to District staff efforts on sharing recipient projects and successes with the community.

15. Wrap community-impact into one reporting mechanism, such as a dashboard for Board to review both annually and over time.

District staff feels their existing annual reporting efforts address this item, and will consider increased community communications around community giving.

16. Conduct periodic public opinion surveys and qualitative feed-back mechanisms to measure long-term effects of CE investments

Did not address in this update



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Community Investment, Sponsorships, and Agency Partnerships Policy Discussion

MEETING DATE: November 6, 2019

PREPARED BY: Kevin Smith, General Manager

OBJECTIVE: Board and Staff have discussed scheduling a policy check-in discussion item on the various District policies related to sponsorships, partnerships, community investment, and contracts for service with non-profit organizations and local public agencies. The objective of this discussion is to consider the following:

- 1) Have open discussion from the Board of Directors regarding ideas and insights on the current community investment, sponsorships and partnerships policies. Review performance of these Policy Instructions and provide recommendations on how to enhance or improve District policy.
- 2) Consider Staff and Airport Community Advisory Team (ACAT) recommendations regarding policies under consideration
- 3) Hear public comment on policy discussion
- 4) Give direction to staff regarding future modifications or revisions to policies if any.

This item was originally schedule for the July 2019 Board Workshop but was continued due to a full agenda in July and to allow ACAT additional time to provide recommendations on these policies. The objective of this discussion item is to have open dialogue regarding these District Policy Instructions and provide further direction to staff regarding any policy amendments.

To assist this policy check-in review, staff has provided an updated TTAD Investment in the Community Summary as well as a new document titled Historical Community Sponsorships/Partnerships by Funding Category which will inform the Board and public regarding general funding categories such as youth education, STEAM, events, environmental, etc. These summaries are both attached to this staff report.

BACKGROUND INFORMATION: Since its formal inception in 1958, the Truckee Tahoe Airport District has had a history of providing services and giving back to our local community. The District's initial formalized "Giving Back" program was born under Policy Instruction (PI) 220, titled "Community Sponsorship Policy" and became effective as of February 1, 2011. PI 220 provided guidelines on District sponsorships of up to \$500 per fiscal year to qualified organizations, programs and/or events.

As knowledge of the District's Community Sponsorship program grew, the Board of Directors and staff began hearing requests for greater District community involvement and of larger sponsorship and partnering collaboration needs.

At the February 25, 2015 Board meeting, a staff report was presented requesting District funding support from the Tahoe Donner Recreation and Parks District (TDRPD) for a proposed Aquatic Center. TDRPD claimed they were incurring increased construction costs due to the Aquatic Center being associated with the Airport's Compatibility Land Use Plan (CLUP) Zone D influence area. This proposed high occupancy building located under a low risk, but major runway departure path required design and building modifications. This Board meeting saw heavy community attendance in support of this project and strong support for additional funding to help TDRPD finish the building in its entirety. The Board motioned and approved District funding for \$405,000 in added CLUP construction costs, and an additional \$525,000 to be matched dollar for dollar to cover a funding shortfall to allow the TDRPD to fully complete the Aquatics Center construction. It was agreed that the Aquatic Center would benefit all District wide constituents with the same use fees. To facilitate the TDRPD request the District adopted PI 312 – Funding Assistance-Comprehensive Airport land use Plan on Dec. 4, 2014.

This agency partnership between TDRPD and the District also highlighted the need for additional clarification and guidance in an updated District Policy in the use of District Funds for Public Benefit.

After the formation of an ad hoc committee including Board members and staff, a revised Policy Instruction Number 311 titled "Community Sponsorships and Agency Partnerships" went into effect on December 2, 2015 and was formally approved on November 30, 2016. The new PI 311 replaced PI 220. It expanded program clarity, increased "Community Sponsorships" to \$3,000 or less, and added an entirely new "Agency Partnership" program for sponsorships over \$3,001. PI 311 provide enhanced guidance to the Airport Board and staff in the use of District funds for Public Benefit. The newly adopted policy also gave the public direction on eligibility requirements along with very specific application requirements.

PI 311 covers two specific programs, described in the current version as:

Community Sponsorships: A sponsorship in cash (\$0 to \$3,000) to the organization or public agency which may be used to offset the costs of specific programs, outreach, and events in return for benefit to District constituents and recognition of the District and its mission.

Community Sponsorships are primarily for non-profit entities.

Agency Partnerships: Public Agency and or taxing agency, town, county or local government where a specific defined airport benefit, improvement of District property, shared equipment and/or enhanced safety is realized. These partnerships are for items over \$3000.

A 5 year history using the 2016 revision of PI 311 to manage an eclectic mix of community requests for District Sponsorships and Partnerships highlighted the need to revisit PI 311 in early 2019 and adopt the various staff recommended changes to the policy.

Outside of clerical corrections to the document, nine significant staff recommended changes were approved by the Board on March 27, 2019. These were:

- 1) Additional Common Definitions, “Agency Partnerships” definition expanded for more detail;
- 2) New paragraph advocating District “STEM” educational program sponsorship support;
- 3) New paragraph explaining “Contracts For Service” and that they fall outside PI 311;
- 4) Community Sponsorship “Application Processing” changed from 30 days or less to 60 days or less;
- 5) Removed a portion of verbiage requiring “Major funding provided by...” postings for the smaller community Sponsorship requests;
- 6) New sentence adding District recognition and “Reporting Back Requirements” for Community Sponsorships;
- 7) Expanded process description for Agency Partnerships detailing applicant “Presentation” at an initial Board meeting, then a Board “Determination” at a future meeting;
- 8) Requiring the Partnering Agency to have a “Significant financial or in-kind investment” in direct support of a 3rd party applicant;
- 9) Added District recognition and “Reporting Back Requirements” for Agency Partnerships;

These revisions to PI 311 went into effect on March 27, 2019 and is the current Policy Instruction governing the District sponsorship and partnership programs.

There are various other District program Policy Instructions that relate to community programs and investment. All of these Policy Instructions and/or programs are open to discussion. These PIs are as follows:

- PI – 312 Funding Assistance – Comprehensive Airport Land Use Plan
- PI – 503 Temporary use of Truckee Tahoe Airport Land and Facilities
- PI – 505 Use of Truckee Tahoe Airport District Meeting Rooms

- PI – 507 Discounted Rent for Non-Profit Use of Airport Non-Aviation Lease Space, Community Benefit Requirement and Lease Process

STAFF RECOMMENDATIONS: Staff has prepared a Fact Sheet outlining these programs along with including a copy of the Policies for Board review. The Fact Sheet also has Staff recommendations for each Policy Instruction. Most of the staff recommended changes related to PI 311 were adopted in March of 2019.

ACAT RECOMMENDATIONS: ACAT has provided recommendations to the Board regarding the various policies included in this Staff Report. Please review their attached findings and recommendations. Their recommendations are intended to assist the Board in deliberations with the goal of providing additional clarity and improve policy application. ACAT formally approved this document to be forwarded to the Board of Directors at their Sept. 10, 2019 Meeting. ACAT will provide a brief presentation on these recommendations at the meeting.

WHAT'S NEXT: After discussion and public comment, provide direction to staff regarding any policy amendment recommendations or further information the Board would like to consider regarding any of these policies. It is staff's opinion that the District is not in a position where haste is required to make any needed amendments. Overall these policies function well but staff is in agreement that additional clarity and enhancements are welcomed if the Board of Directors deem them appropriate.

ATTACHMENTS:

- Review of District Community Programs Policies - FACT SHEET with staff recommendations
- Copies of Policy Instructions
- Summary of ACAT Policy Recommendations to Board of Directors.
- TTAD Community Investment Summary
- Historical Community Sponsorships/Partnerships by Funding Category

Review of District Community Program Policies with Staff Recommendations

Fact Sheet – September 16, 2019

Objective: This is a review of the District's current community program policies related to sponsorships, partnerships, community engagement, land use related construction funding assistance, discounted rent for non-profits, public non-profit storage, use of meeting rooms, non-profit public events, and public agency use of airport property. Attached to this Fact Sheet and Staff Recommendations are copies of these policies for Board review. ACAT has also provided some recommendations regarding these policies on a separate attachment.

- **Policy Instruction (PI) 311 – Community Sponsorships and Agency Partnerships.** Adopted Dec. 2, 2015, last revised March 27, 2019.

Description: This policy establishes guidelines and process for the Sponsoring of local community events (usually less than \$3000) as well as partnerships with other public agencies and non-profits. (Typically more than \$3000). ACAT has provided some guidance and considerations for the Board on the Attached ACAT Community Programs Recommendations.

Staff Recommendations: Staff recommends the Board review the attached summary of ACAT Findings and Recommendations on this policy. Staff has two recommendations on this Policy Instruction:

1. A clear definition of recency of public agency funding to qualify as a public agency contribution. An applicant has inquired if public agency funding contributed a few years

earlier on the same project would qualify under this requirement.

2. Staff suggests the Board consider making all agency partnerships directly with a local public agencies within the District. Working with non-profits would still be considered but only when that non-profit is working directly with another public agency. All agency partnership payments would go directly to the public agency working with the non-profit. Staff feels making payment directly to a second public agency insures a higher level of oversight and financial controls as well as fills the spirit of the agency partnership model much clearer. It also may help certify that our common constituents are benefiting from the contribution of public funds. Again, non-profits can still be active in this process but they would need to be coupled with a fellow public agency at a higher level then some are now.

- **PI 312 – Funding Assistance – Comprehensive Airport Land Use Plan.** Adopted Dec. 4, 2014.

Description: This policy sets forth a procedure for the District to participate at the Districts discretion in funding public projects when the Airport Land use Compatibility Plan may affect construction costs. This was last implemented with the construction of the TDRPD swimming pool project.

Staff Recommendations: This policy is functioning well. Staff does not recommend any changes.

- **PI 503 – Temporary Use of Truckee Tahoe Airport Land and Facilities.** Adopted Nov. 15, 1984, last revised Sept. 2, 2011.

Description: This policy is used to permit non-profit and public agency use of District facilities primarily for emergency

management however the District does allow other public agency use such as boat inspections, police and fire agency use, use by the School District, and some non-profit fundraising events.

Staff Recommendations: This policy is functioning well. Staff may want to look at adding language for non-profit fundraising events, storage, and other public agency gatherings as well as transit park and ride facilities.

- **PI 505 – Use of Truckee Tahoe Airport District Meeting Rooms.**

Adopted Aug. 21, 1990, last revised Sept. 27, 2012.

Description: This policy allows non-profit and public agency use of District meetings rooms.

Staff Recommendations: This policy is functioning well. Staff does not recommend any changes.

- **PI 507 – Discounted Rent for Non-Profit Use of Airport Non-Aviation Lease Space, Community Benefit Requirement and Lease Process.** Adopted Oct. 26, 2018.

Description: This PI sets policy for the selection of appropriate community benefit uses for vacant warehouse space.

Staff Recommendations: This is a new policy and staff feels it functions as intended and does not recommend any modifications at this time. Staff did receive some Board input regarding concern over public lobbying that can occur from non-profits competing for the space. Some felt the policy as written may create an unfair playing field if a given non-profit cannot muster large groups of people to attend meetings. Other Board Members commented that it was great to have all the non-profits and public interacting with us as a result of this process. The Board may want to discuss public vetting and meeting process associated with this policy.

- **Contracts/Agreements for Service by Non-Profits:** There is no specific Policy Instruction for Agreements or Contracts. It has been

observed by some that our Contracts for Services can be confused with PI-311 sponsorships and partnerships. Currently the District contracts with various public agencies and non-profits to provide specific services in return for a fee for programs like transit, airshow, ARFF, children and youth education programs, etc. Board and staff may want to discuss if a Policy Instruction is necessary for these types of contracts or agreements. In the last revision of PI-311 we did add some clarifying language explaining the difference between an agency partnership and contract for service.

Summary: There are essentially 5 current policies that encompass our community programs and policies. Staff feels overall these function pretty well and that we are having a positive impact on our community. There is no question that tweaks and modifications to these policies can help to improve the process. While staff feels the changes and clarifications made in March 2019 have assisted greatly we support the concept that additional clarity and organization may help the public understand our programs better.

PI NUMBER 311

Formerly PI 220

Effective: Dec. 2, 2015

Approved: Nov. 30, 2016

Revised: March 27, 2019

SUBJECT: COMMUNITY SPONSORSHIPS AND AGENCY PARTNERSHIPS

PURPOSE: To provide guidelines for the prudent and transparent management and administration of community sponsorships and public agency partnerships to ensure the best value of TTAD's investment and overall community benefit. The Policy will assure a fair and open process is used in the allocation of community sponsorship and public agency partnership funds.

SECTION I - POLICY OVERVIEW

The Truckee Tahoe Airport District ("District") is furthering its mission, which is to provide a high level of benefit and value to all Airport District constituents. Based on available funds, the District may provide 1) sponsorships to non-profits and 2) partnerships with local public agencies that provide a high level of benefit to the constituents of the Airport District. To achieve the purpose of this policy, the following categories are established:

1. Community Sponsorship - \$0 to \$3,000. (See Section II of Policy)
2. Agency Partnership - \$3,001 or more. (See Section III of Policy)

The following definitions apply to all sponsorship and agency partnership categories. Each category of the policy has funding limits, processes, and eligibility criteria. The District funds specific programs, events or projects as opposed to organizations or public agencies in general. Therefore, requests for funding must be for programs operated by an organization or public agency as opposed to a contribution to general operating expenses. The intent is that the public will receive cultural, educational, entertainment or safety enhancements or value from the program enhancing the awareness of and goodwill towards the District.

COMMON DEFINITIONS:

Definitions in this section apply to all sponsorship/partnership categories:

- a. **District:** For the purposes of this policy, "District" shall refer to the Truckee Tahoe Airport District (TTAD).
- b. **Community Sponsorship:** A sponsorship in cash to the organization or public agency which may be used to offset the costs of specific programs, outreach, and events in return for benefit to District constituents and recognition of the District and its mission. Community Sponsorships are primarily for non-profit entities.
- c. **Agency Partnerships Funds:** Funds set aside to partner with another public agency and or taxing agency, town, county, or local government where a specific defined airport benefit to mutual District/agency constituents, direct airport benefits, improvement of District property, shared equipment, and/or enhanced safety is realized.

- d. **Community Sponsorship Fund:** Funds set aside by the District each year to provide sponsorship and support for community programs, outreach, and events.
- e. **In-Kind Sponsorship:** Any services requiring use of District property, equipment, or resources of any means other than cash. This includes, but is not limited to staffing for events, equipment, or events and projects that require multiple days/weeks/months to complete. Donation/trade of available hangar space for storage for non-profit or other public agencies is included.
- f. **Partnerships with Non-profits:** Common service that has district and public benefit as a result may involve education, recreation, and environment or services that can potentially offset District cost; may be used to offset the costs of specific programs, outreach, and events. Subject to board approval, the board can award increased funding at their discretion.
- g. **Organization:** Includes educational institutions, public agencies, service clubs or groups, for-profit entities, and not-for-profit agencies and corporations registered to do business in the State of California or Nevada. Nevada not-for-profit agencies and for-profit entities will be considered for sponsorships if they are significantly serving residents of the District.
- h. **Program:** A celebration, event, fundraiser, athletic, cultural, or educational activity that demonstrates a public benefit and/or community program held for the primary purpose of raising funds for a non-profit organization and for which other intrinsic cultural, athletic, entertainment, or educational value is provided for the benefit of constituents and the advancement of the District's mission.
- i. **Sphere of Influence:** All areas within the political boundaries of the Airport District. Sphere of Influence may also extend to areas outside District political boundaries where the District and communities are served and potentially impacted by airport operations.
- j. **Constituent:** A constituent of the District includes residents, property owners, community members, and voters within the District's political boundaries. Constituents may also include individuals and groups outside the District's political boundaries, but within its sphere of influence.

IMPROVEMENTS TO DISTRICT ASSETS OR PROPERTY

The Board of Directors, in partnership with other public agencies, may choose to fund improvements or enhancements to District assets, which is any interest in real property, or equipment that the District owns in full or in partnership through written agreements with other public agencies. The District reserves the right to fund improvements or enhancements to these District assets or interests to assure the continued viability, upkeep, and/or public benefit of those District assets and interests.

SCIENCE TECHNOLOGY ENGINEERING ARTS AND MATH (STEAM) PROGRAMS AND EDUCATION

There is currently (2019) and for the foreseeable future a well-documented shortage of aviation professionals to fill the labor needs in aerospace, airport management, aircraft mechanics, pilots, air traffic control as well as other aviation industry professions the District depends on for day to day operations of the Airport. All professional sectors of the aviation industry are encouraging and supporting advocacy of STEAM programs as a method to encourage young people at all educational levels to explore and consider careers in the aviation industry. To that end, the District will consider Community Sponsorships and Agency Partnerships, which advance STEAM themed education programs and endeavors, particularly those that advocate for profession necessary to sustain operation of the Truckee Tahoe Airport.

CONTRACTS FOR SERVICE WITH PUBLIC AGENCIES OR NON-PROFITS

In certain situations the District may contract for services with public agencies or non-profit organizations to provide services to the District and its constituents. These typically involve a specific task, function, job, program, or work product the District chooses not to provide itself but allow an agency or organization with expertise in that field to provide for the District. Often a nonprofit or public agency with specific experience in an identified subject area or industry can provide a higher quality product with greater efficiency and at reduced costs than the District could provide itself. Examples of these Contract for Services include some STEAM education programs, Aircraft Rescue and Fire Fighting, public transit, Airport Shuttles, etc. These Contract for Services typically fall outside of PI-311.

SECTION II - COMMUNITY SPONSORSHIP (\$0 - \$3,000)

The District recognizes the importance of providing support for community events and programs that are held for the general benefit of the community. Support of non-profit organizations serving the District's constituents; such as, but not limited to: arts and humanities, cultural, athletic, health care, STEAM, human services, and educational enrichment and/or promotion of the Truckee Tahoe Airport District's mission of community enhancement. In order to expand awareness to the airport as well as a wide range of experiences and community connections for all its residents, the District provides limited assistance, if the budget allows, through in-kind and cash sponsorships to local organizations in support of community programs that serve a TTAD, community, and public purpose.

PROCESS

A one-page application is available online on the District website or available at the District Office. Community sponsorship applications are approved by District Senior Staff. Cash sponsorships for eligible organizations, events, and programs will be considered upon filing a sponsorship application with the monetary and/or in-kind sponsorship requests no less than 30 days and no more than six months before the program or event date. Sponsorships will only be provided for services, programs, and organizations meeting the eligibility criteria stated in this Policy.

Cash and in-kind sponsorship applications will be processed as they are received. Cash sponsorship applications shall be reviewed for District benefit, eligibility, and financial impact by a Committee made up of the Director of Aviation and Community Services, Director of Operations and Maintenance, Director of Finance and Administration, and the General Manager. Application processing and approval timeline is typically 60 days or less.

The TTAD Director of Aviation and Community Services shall be responsible for accounting for the community sponsorship fund; shall keep a listing of all organizations, events, and programs receiving sponsorships through this program; and shall maintain a balance of funds available. Special event requirements and other requirements must be followed according to District policies and instructions. Failure to comply will result in the organization being ineligible for future sponsorships for a period of two years from written notice.

APPLICATION REQUIREMENTS

Each applicant will be required to submit:

- 1) A community sponsorship application on a form detailing the organization, program or event including dates, times, and location, the local office/headquarters of the organization, the organization's purpose/mission, and how the proposed program, partnership or event will benefit residents of the Truckee Tahoe Airport District.
- 2) Current proof of 501(c)(3), and/or other non-profit status must be provided (if applicable as determined by the District).
- 3) A copy of the program's sponsorship criteria/guidelines that outlines the program's sponsorship categories and benefits of sponsorships at various levels.
- 4) Incomplete applications will be returned to the applicant and will not be processed.
- 5) The Truckee Tahoe Airport District may request additional information as necessary.

FUNDING LIMITS

The Board of Directors shall determine the community sponsorship fund balance during the budget process each year. Community sponsorships may be provided to eligible organizations. Cash or in-kind donation sponsorships typically shall not exceed \$3,000 or two awards per organization, per fiscal year (whichever is met first) unless otherwise approved by the Application Review Committee or Board of Directors.

ELIGIBILITY CRITERIA

- 1) The Truckee Tahoe Airport District will not award community sponsorships to any religion, church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message as the primary purpose.
- 2) Political organizations and/or individual campaigns are not eligible for sponsorships for programs they conduct.
- 3) Programs that discriminate on the basis of age (40 and above), race, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry or national origin are not eligible for sponsorship funds.
- 4) Individuals are not eligible for sponsorships.
- 5) For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization.
- 6) For-profit organizations are not eligible for community sponsorships for promotional programs for which the organization/corporation or its employees or officers will gain personal financial benefit (i.e., a sales promotion).
- 7) All programs or events must provide a benefit to the Districts' constituents or those living in the Districts' sphere of influence; and the organizations programs or events must principally serve District constituents.
- 8) Programs must be open to the public and charge only nominal and reasonable participant fees where such fees and associated revenue are used to offset program costs or are part of the fundraising effort.
- 9) The sponsoring organization must also agree to do the following (failure to do so will result in future ineligibility for a period of two years from written notice):
 - a. Obtain all required permits, clearances, insurances, and program authorizations within time restraints and in compliance with local, State, and Federal laws and any applicable Truckee Tahoe Airport District policies and procedures.
 - b. Acknowledge the support of the Truckee Tahoe Airport District where appropriate, and include on all printed information and advertising related to the event for which sponsorship was provided.

- c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the District provides. This booth space, and admission to the event shall be provided at no cost to the District. If necessary the District can provide its own booth and setup.
 - d. Community Sponsorship recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program or event. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
 - e. Provide the District with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e., logo display, sponsor table, advertising benefits, etc.).
 - f. Reporting Requirement: After the event or program the applicant must provide to the District copies of materials, pictures, and collaterals where the District was recognized and/or highlighted per the requirements of this policy.
- 10) Individuals, organizations, or public agencies that have been named in a lawsuit involving the District or have pending litigation with the District are ineligible for sponsorship/donation, until such matters have been resolved.

SECTION III - AGENCY PARTNERSHIP (\$3,001 OR MORE)

The District recognizes the importance of providing support for community events, programs, and projects held for the general benefit of the community. The District also realizes that some requests may require a significant financial commitment (\$3,001 or more) on behalf of the District. The Agency Partnership program is aimed at:

- Forming active and mutually beneficial relationships with organizations and/or public agencies
- Providing benefit and value to the common constituents of both the District and the partnering agency

In addition, Agency Partnerships will:

- Be responsive to community needs
- Build value for the Airport District; and
- Reflect the Truckee Tahoe Airport District's Mission

Funding for Agency Partnerships shall be established by the Board of Directors each year during the annual budget process. The District's fiscal year begins January 1st of each year and ends on December 31st of the year.

PROCESS

The District will carefully consider Agency Partnership requests that match its mission statement and goals while also providing an aviation benefit to the District and/or a mutual benefit to the District constituents and the partner public agency. Agency Partnership opportunities will be reviewed on a case by case basis as they are presented to the District. Agency Partnerships with the District will only be considered when endorsed through a formal motion or resolution with findings approved by the governing board of another local public agency with an elected or appointed board. Agency Partnerships will first be reviewed by District staff to ensure they meet all the eligibility criteria. Once this determination has been made, each request will be presented to the TTAD Board of Directors for their determination and/or approval. Typically applications are presented at a regularly scheduled Board Meeting by the applicant where the Board will ask clarifying questions, receive public comment and deliberate and discuss the application. Action on the application will then occur at a future Board meeting. The date of that meeting will be as directed by the Board of Directors with a recommendation from staff.

FUNDING LIMITS

The Board of Directors shall determine the Agency Partnership fund balance during the budget process each year. The Board of Directors may at their discretion use Community Outreach Unrestricted Net Assets to fund Agency Partnerships.

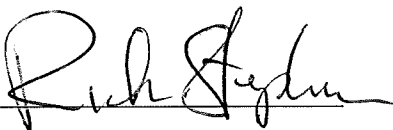
ELIGIBILITY CRITERIA

- 1) Agency Partnerships with the District will only be considered when endorsed, through a formal motion or resolution with findings approved by the governing board, by another local public agency with an elected or appointed board. Non-profit and community organizations are eligible when in partnership with a public agency, and are named as such in the formal motion or resolution.).
- 2) The partnering agency shall outline their direct investment, funding, or in-kind contribution being applied to the Agency Partnership request. Typically the District requires significant in-kind and/or direct cash contributions, or ongoing care and maintenance of a program or facility by the partnering public agency for an application to qualify for District funding under PI 311 – Agency Partnerships.
- 3) The motion approved by the public agency governing board should:

- a. Describe the public benefit of the request and/or partnership opportunity
 - b. Outline what the partnering agency intends to contribute to the request
 - c. Express support for the requested event, program, or project
 - d. If applicable, name the partnering non-profit organization.
- 4) State and Federal Agencies are not eligible for funding.
- 5) The Truckee Tahoe Airport District will not award Agency Partnerships to any religion, church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from Agency Partnerships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message as the primary purpose.
- 6) Political organizations and/or individual campaigns are not eligible for Agency Partnerships for programs they conduct.
- 7) Programs that discriminate on the basis of age (40 and above), race, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry or national origin are not eligible for Agency Partnership funds.
- 8) Individuals are not eligible for funding.
- 9) For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization.
- 10) For-profit organizations are not eligible for Agency Partnerships.
- 11) All programs or events must provide a benefit to the Districts' constituents or those living in the Districts' sphere of influence; and the organizations programs or events must principally serve District constituents.
- 12) Programs must be open to the public and charge only nominal and reasonable participant fees where such fees and associated revenue are used to offset program costs or are part of the fundraising effort.
- 13) The public agency must also agree to do the following (failure to do so will result in future ineligibility for a period of two years from written notice):
 - a. Obtain all required permits, clearances, insurances, and program authorizations within time restraints and in compliance with local, State, and Federal laws and any applicable Truckee Tahoe Airport District policies and procedures.
 - b. Permanently acknowledge the support of the Truckee Tahoe Airport District where appropriate, and include on all printed information and advertising related to the event for which sponsorship was provided the following statement: ***"Major funding provided in part by the Truckee Tahoe Airport District"*** or other statement or logo approved by the General Manager.
 - c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the

District provides. This booth shall be provided at no cost to the District. If necessary the District will provide its own booth and setup.

- d. Partnership recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program, event, facility, or equipment. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
 - e. Provide the District with whatever benefits are afforded other sponsors of similar sponsorship or partnership levels (i.e., logo display, sponsor table, advertising benefits, etc.).
 - f. The public agency receiving such funds shall extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.
 - g. Reporting Requirement. After the event, program or project is complete, the applicant must provide to the District copies of materials, pictures, and collateral where the District was recognized and/or highlighted as well as evidence the stated objective of the applications was realized per the requirements of this policy.
- 14) Individuals, organizations, or public agencies that have been named in a lawsuit involving the District or have pending litigation with the District are ineligible for sponsorship/donation, until such matters have been resolved.
- 15) Applicants must be of upstanding moral and public character. Applicants have a fiduciary responsibility to maintain a public image that corresponds with that of the District's mission and core values.
- 16) In cases of a significant financial partnership commitment, if funding is approved, the District shall require, as a condition of providing such funding assistance, all of the following:
- a. Permanent acknowledgement of the Airport District's participation to the District's satisfaction.
 - b. That the recipient of funds execute in favor of the District a Release and Covenant Not to Sue by the Aircraft utilizing that airport or the fund recipient's use of their real property, fund recipient as to:
 - i. Any claimed damages or adverse impacts of the Truckee Tahoe Airport,
 - ii. Aircraft utilizing that airport or the fund recipient's use of their real property,
 - iii. Any land use restrictions or increased structural requirements imposed by the Truckee Tahoe Land Use Commission's Compatible Land Use Plan, whether currently in effect or as may be later adopted.



Rick Stephens - Board President

TRUCKEE TAHOE AIRPORT DISTRICT

POLICY INSTRUCTION

PI NUMBER 312

Effective: Dec. 3, 2014

SUBJECT: FUNDING ASSISTANCE – COMPREHENSIVE AIRPORT LAND USE PLAN

PURPOSE: To establish District policy regarding the consideration of funding to meet Truckee Tahoe Airport Land Use Commission requirements for new public buildings proposed in Compatible Land Use Plan (CLUP) Zones B1, C, and specified special use areas in the D, contingent on available funding.

POLICY:

The Truckee Tahoe Airport Land Use Commission (TTALUC) is a separate and distinct entity from the Truckee Tahoe Airport District (TTAD). TTALUC's primary role is to protect public health, safety and welfare, promote orderly airport development, minimize airport land use compatibility conflicts, adopt an Airport Land Use Compatibility Plan, and review local agency actions and review land use proposals within the airport influence area. TTALUC is staffed by the Nevada County Transportation Commission. TTALUC is regulated by the State of California and follows State statutes. As such TTAD is not involved in the requirements mandated by TTALUC nor does it influence its decisions, other than designating two of the seven Commissioners. The Airport does recognize that the Airport Master Plan created and adopted by TTAD may affect and influence the ALUCP as adopted by TTALUC. As such TTALUC in certain instances recommends specific occupancy and construction requirements to local land use review agencies to meet TTALUC requirements.

It is therefore the Policy of the TTAD Board of Directors that in certain instances related to the construction of public buildings paid for by tax payers and constituents common to both the public agency and TTAD, to consider funding TTALUC required construction upgrades when funding is available.

If such funding is approved, TTAD shall require, as a condition of providing such funding assistance, all of the following:

- 1) That the public agency receiving such funds shall extend any and all benefits, discounts or access to the facilities that are extended to residents of the public agency to all residents of TTAD on the same terms and conditions.
- 2) Permanent acknowledgement of the Airport District's participation.
- 3) That the recipient of funds execute in favor of the District a Release and Covenant Not to Sue by that fund recipient as to
 - A. any claimed damages or adverse impacts of the Truckee Tahoe Airport,
 - B. aircraft utilizing that airport or the fund recipient's use of their real property,
 - C. any land use restrictions or increased structural requirements imposed by the Truckee Tahoe Airport Land Use Commission's Compatible Land Use Plan, whether currently in effect or as may be later adopted.

FUNDING REVIEW REQUIREMENTS AND CRITERIA:

1. Structure is located in the B1, C, or Special Use Area 1 of the D CLUP Zones. (see attached Map)
2. Funding will only be provided for public buildings owned and operated by a public agency.
3. Funding of the construction upgrades will be considered only when TTAD has available funding.
4. TTAD will determine the amount it will offer, if any, based on the Airport District Engineer's opinion based on actual bid costs.
5. Structure is designed for large gatherings of people per the CLUP definition and not for storage of property, i.e. Sand, salt, or vehicles.
6. Funding consideration will be extended only to local public agencies, municipalities, and local special districts, not state or federal agencies.
7. Significant public benefit will be realized by construction of proposed project and that TTADs participation in such project will provide benefits to constituents of TTAD.
8. Permanent public acknowledgement of the Airport District's participation in cost sharing shall also be required.
9. TTAD may consider other requirements and criteria at its discretion in considering funding proposals.



John Jones, President

TRUCKEE TAHOE AIRPORT DISTRICT POLICY INSTRUCTION

PI NUMBER 503

Formerly PI 600

Effective: November 15, 1984


Revised: September 22, 2011

SUBJECT: TEMPORARY USE OF TRUCKEE TAHOE AIRPORT LAND OR FACILITIES

PURPOSE: To establish the policy for granting temporary use of the Truckee Tahoe Airport District land or facilities

POLICY:

1. New requests for temporary use of Airport land or facilities shall be directed to the Airport Manager.
2. The Airport Manager shall provide the requestor with a copy of this Policy Instruction, the related Standard Procedure Instruction, a copy of all other applicable TTAD directives, and determine the requirements for presentation to the District Board. Single small event or minor usage of airport land and facilities may be approved by the General Manager.
3. Previously approved regularly scheduled events or community meetings, ground school classes, and other small gatherings that do not present any financial or safety problems to the District may be approved by the Airport Manager without prior Board approval.
4. The District supports the use of airport land and facilities for emergency management and public safety training and readiness. Where possible, the District will accommodate local public safety, emergency management and other public service district request to utilize airport property for training and readiness purposes.
5. Approval for the temporary use of Airport land or facilities shall be granted by a majority decision of the TTAD Board of Directors prior to the commencement of the requested use. Fees, if any, will be included in the conditions of approval.



Kathleen Eagan, President

TRUCKEE-TAHOE AIRPORT DISTRICT

POLICY INSTRUCTION

PI NUMBER 505

Formerly PI 641

Effective: August 21, 1990

Revised: September 22, 2011

September 27, 2012

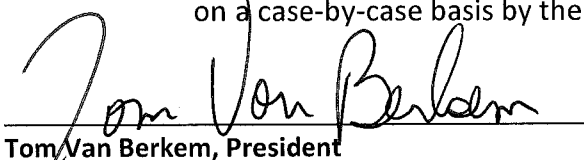
SUBJECT: USE OF TRUCKEE TAHOE AIRPORT DISTRICT COMMUNITY ROOM

PURPOSE: To establish a policy stating what organizations or individuals may use the Truckee Tahoe Airport District Community Room and what fees, if any, will be charged for use of the room

POLICY:

The Truckee Tahoe Airport District Community Room is maintained for the use of the Truckee Tahoe Airport District Board of Directors to hold monthly regular and periodic special meetings. During those periods that the Truckee Tahoe Airport District Community Room is not being used by the Airport Board, it may under certain circumstances, be used by others. Outlined below are those entities or individuals authorized to use the Community Room. All entities or individuals must reserve the Community Room a minimum of one week in advance.

1. Entities authorized use of the Truckee Tahoe Airport Community Room without fees:
 - a. Non-profit Public Entities.
 - b. Non-profit Committees or groups which are Aviation Oriented.
 - c. Non-profit Social Clubs, Local Homeowners' Associations, Organizations, etc. .
 - d. Other Public Entities or Non-profit Organizations as Approved by the Airport Manager.
2. Entities, Organizations or Individuals authorized to use the Truckee Tahoe Airport District Community Room for a Fee.
 - a. For Profit Entities or Organizations which are Aviation Oriented.
 - b. Individual Instructors who wish to hold Aviation Oriented Schools, Classes or other Instructional Type Classes.
 - c. Other requests for use of the Truckee Tahoe Airport Community Room will be addressed on a case-by-case basis by the Manager and/or the Board.



Tom Van Berkem, President

TRUCKEE TAHOE AIRPORT DISTRICT

POLICY INSTRUCTION

PI NUMBER 507

Effective: October 26, 2018

SUBJECT: Discounted Rent for Non-Profit Use of Airport Non-Aviation Lease Space, Community Benefit Requirement and Lease Process

PURPOSE: To establish District policy for selection of appropriate community benefit uses for vacant warehouse spaces. To establish District policy for criteria related to leases and agreements that accept community benefit in exchange for graduated or modified rent.

BACKGROUND: On occasion the District has vacancies in Non-Aeronautical building and facilities. The Board of Director's at its discretion may deem space within the warehouse or other non-aeronautical buildings or facilities as available at discounted rent/lease rates to public agencies or non-profit groups or other groups deemed appropriate, based on their services to the constituents of the District. The District will use the following criteria and process for the consideration and selection of potential tenants:

1. Criteria for Selection of Appropriate Community Benefit Organizations

- A. The services provided by an organization widely benefit the constituents of the Truckee Tahoe Airport District.
- B. The mission of an organization supports the mission, vision, and strategic direction of the Truckee Tahoe Airport District.
- C. The services provided by an organization do not pose a hazard to the operation of the airport, the public, its tenants or staff members.
- D. The readiness of an organization to take possession of the space, make and fund needed improvements, sign agreements, and complete required planning and permit activity outlined within existing Development Standards.
- E. The organization has verifiable financial stability and reasonable access to capital required to complete tenant improvements in a timely and workmanship like manner.

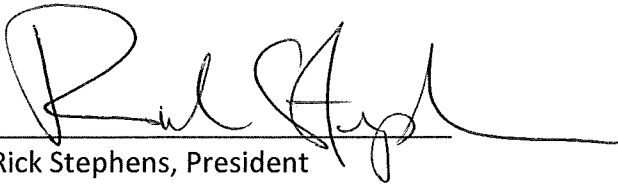
2. Criteria for Selection of Appropriate Community Benefit Uses

- A. The operation and service offering of the organization does not exceed a maximum occupancy of 25 persons aside from occasional special events.
- B. The operation and service offering of the organization does not primarily serve those listed as prohibited use within the Truckee Tahoe Airport Land Use Compatibility Plan including but not limited to children's schools or training centers, libraries, nursing care facilities, or medical centers.
- C. The use of the space is not prohibited by local building code, regulations, fire code, or the Truckee Tahoe Airport Land Use Compatibility Plan.

- D. The use of the space does not require significant modification, structural improvement, or capital investment on the part of the District.

3. District Process for Selection of Appropriate Community Benefit Organizations

- A. The District will advertise through local media channels the size, dimensions, and location of available space. District Staff will issues written guidance regarding this policy, the Districts PMCD guidance and any restrictions to potential organizations and make available dates and times for organizations to inspect the premises.
- B. Following a minimum 30 day period of advertisement the District will accept proposal submissions from qualified applicants that meet the requirements herein. Staff will hold a meeting describing District requirements for occupancy, required minimum development standards, lease and legal requirements for interested parties. Staff will forward to the Board through the posted agenda process all qualified applicants for consideration.
- C. The Board may or may not choose to accept one or more submitted proposals, award a graduated lease or decline any and all proposals for use of District property.
- D. Following required verification of financial requirements Staff will complete a lease agreement and other required agreements such as development agreements or partnership agreements.



Rick Stephens, President

2003-2019 Truckee Tahoe Airport District Non-Aviation Investments in the Community

July 01, 2019 By: Marc Lamb

TRUCKEE TAHOE AIRPORT DISTRICT WIDE COMMUNITY BENEFIT	DISTRICT INVESTMENT	TIME LINE	NOTES
One Time Expenses			
Biking For a Better World - Truckee Bike Park (Agency Partnership)	\$25,000	05/01/17	Land use and partnership funding
Gateway Mountain Center (Agency Partnership)	\$125,000	03/28/18	Troubled youth support and counseling center
Open Space Land Purchase Initiative - Martis Creek (Hwy 267 across from Northstar)	\$1,814,275	04/20/11	
Open Space Land Purchase Initiative - Waddle Ranch	\$3,000,000	10/26/07	
Roundhouse Makerspace - (facility upgrade warehouse space)	\$250,000	08/31/18	Facility upgrades at TTAD expense, and foregone revenue due to space being leased at reduced market rates
Tahoe Food Hub facility upgrade (warehouse space)	\$75,000	08/30/18	Facility upgrades to date at TTAD expense, and foregone revenue due to space being empty and future lease rates below market value
Tahoe Nordic Search & Rescue (Agency Partnership)	\$395,500	11/28/18	Pisten Bully Snow Cat and Truck Hauler
Truckee Donner Rec & Parks District Community Pool (Agency Partnership)	\$930,000	06/01/15	usage fees are standardized for all TTAD constituents (Basin included) due to the airport's major funding of the facility
Truckee North Tahoe Transportation Management Assoc. (TNT-TMA) Website upgrade	\$10,000	05/03/17	
Truckee River Watershed Council (Foriver) - Martis Creek	\$100,000	12/01/16	Martis Creek property reveg and wetlands restorations
On-going Funding of Programs and Sponsorships			
Aim High for High School (Agency Partnership)	30,000	2019	Agency Partnership \$30K per year 2019-2021
Airshow & Family Festival	\$1,382,000	2012 - 2019	Airshow expenses
Boys & Girls Club NLT Truckee (STEAM Coordinator Sponsor)	\$295,000	2015 - 2019	6 year agency partnership commitment. 2018-2021 incl. \$80K/year supporting 2 STEM Coordinator positions in the District
Community Sponsorship Program	\$418,000	2010 - 2019	
Excellence in Education	\$50,000	2012 - 2019	Ongoing sponsor STEAM Education "Challenger Program" TTUSD 5th Grade Classes
Mountain Area Housing Council	\$150,000	2017 - 2019	3 year agency partnership commitment at \$50,000 per year
North Lake Tahoe Express	\$35,000	2010 - 2019	TTAD is a multi year ongoing program sponsor (\$3,500/yr)
Radio 101.5 Truckee - Tahoe Radio	\$83,000	2012 - 2019	Annual contract, local Truckee Weather Forecasts Sponsor twice daily
Reno Air Service Development (RASC)	\$80,000	2014 - 2019	TTAD is a multi year ongoing sponsor (incl. \$20,000/yr of TTAD paid TNT-TMA membership)
TART Hwy 267 (Route Sponsor)	\$330,000	2015 - 2019	TTAD is a multi year ongoing route program sponsor (\$66K per year)
Waddle Ranch Forestry Management/ Fire Protection - Fire Break	\$1,032,680	2015 - 2019	Fire breaks, erosion control, and general forestry management best practices
Non Quantifiable Community Benefits			
Airfield Ramp Use Public Agency Driver Training	-	on going	TTUSD Bus Drivers, Placer County Sheriff, Nevada County Sheriff, CHP
Boat Inspection Station for regional water ways, i.e.. Lake Tahoe and Donner Lake	-	on going	Provide inspection station space for Town of Truckee, started summer 2016
Emergency Response Wild Fire Staging (aeronautical and land based efforts)	-	on going	Provide airside aircraft parking and ground support vehicle staging
Regional Non-Profit Meeting Space provided in District board rooms at no charge	-	on going	491 meetings were held in District Board rooms during 2017
Regional Non Profit Storage Space provided to 16 non-profits in 2017 at no charge	-	on going	American Red Cross, Boy Scouts, Friends of the Library, Kid Zone Museum, Lake Tahoe Music Festival, Land Trust, Optimist, SWEP, Tahoe Forest Hospital, Tahoe Nordic Search & Rescue, Trails & Vistas, TRWC-Foriver, Truckee Community XMAS (Food and Toy Drive)
	\$10,610,455		
TOWN OF TRUCKEE - NEVADA COUNTY DIRECT COMMUNITY BENEFIT	DISTRICT INVESTMENT	TIME LINE	NOTES
One Time Expenses			
AARF Fire Truck (Airport and Regional Use)	\$455,000	01/31/15	Truck purchase and \$5,000 in training
Open Space Land Purchase Initiative - L Shape Property (near old Town Corp yard)	\$633,244	12/04/03	
Open Space Land Purchase Initiative - Ponderosa Golf Course	\$2,771,261	06/12/08	
Truckee River Watershed Council (Foriver) - L Shape Property	\$253,000	09/01/17	L Shape property reveg and wetlands restoration
Rick Lee "Lazando Project"	\$60,000	07/10/05	Affordable housing project
On-going Funding of Programs and Sponsorships			
Downtown Merchants Association - Truckee Thursdays	\$21,600	2015 - 2019	Annual program sponsor and attendee
Town of Truckee Event Shuttle (Program Sponsor)	\$60,000	2018 - 2019	3 year agency partnership commitment at \$30,000 per year (2018-2020)
Truckee Chamber "Big Life" Sponsor	\$28,000	2016 - 2019	Annual program sponsor
Truckee Chamber "Truckee Tomorrow Initiative"	\$30,000	2017 - 2019	3 year agency partnership commitment at \$10,000 per year (2017-2019)
Zagster Bike Share Program	\$85,000	2017 - 2019	TTAD spearheaded local bike share program
Non Quantifiable Community Benefits			
	\$4,397,105		
TAHOE BASIN - PLACER COUNTY DIRECT COMMUNITY BENEFIT	DISTRICT INVESTMENT	TIME LINE	NOTES
One Time Expenses			
Open Space Land Purchase Initiative - Tahoe City Golf Course	\$501,012	03/30/12	
Placer County Search & Rescue	\$2,500	08/01/17	Search and rescue equipment funding
Tahoe City Helipad	\$600,000	01/01/15	Land purchase and EMS helipad development
Tahoe City Winter Sports Park Ice Rink	\$150,000	02/14/17	
Tahoe Fund (Agency Partnership)	\$30,000	11/28/18	Environmental assessment 24 mile multi use trail Emerald Bay to Stanford Rock
TAMBA - NTPUD Trail Project (Agency Partnership)	\$85,000	08/08/17	Hwy 267 to Kings Beach trail restoration
On-going Funding of Programs and Sponsorships			
Lake Tahoe "Splash In" Sea Plane Event	\$25,000	2013 - 2019	Annual sponsor \$5,000/year Mike Brown Splash In, Homewood, CA
North Lake Tahoe Chamber - Go Tahoe North	\$2,400	2016 - 2019	
North Tahoe PUD - Regional Park (Agency Partnership)	\$320,000	2018 - 2019	Funding of two multi-use trailhead infrastructure improvement projects
Non Quantifiable Community Benefits			
	\$1,715,912		
2003-2019 Truckee Tahoe Airport District Investments in the Community Totaling	\$16,723,472		

HISTORICAL COMMUNITY SPONSORSHIPS / AGENCY PARTNERSHIPS & COMMUNITY BENEFIT FUNDING AGREEMENTS										
	2019 (As of 9/06/2019)		2018		2016-2017 (15 mths)		2015-2016		2014-2015	
	Amount	Percentage								
COMMUNITY SPONSORSHIPS	63 recipients		53 recipients		51 recipients		44 recipients		43 recipients	
Youth - Education / STEAM	\$21,750.00	37%	\$15,550.00	27%	\$14,250.00	26%	\$4,207.44	11%	\$6,000.00	15%
Youth - Sports / Extra Curricular	\$19,750.00	33%	\$18,700.00	32%	\$12,950.00	24%	\$12,290.00	31%	\$12,212.00	30%
Community - Events	\$13,015.00	22%	\$15,900.00	27%	\$10,950.00	20%	\$10,540.00	27%	\$16,260.00	40%
Community - Programs	\$1,000.00	2%	\$1,000.00	2%	\$5,700.00	11%	\$8,250.00	21%	\$5,625.00	14%
Community - Environment	\$4,000.00	7%	\$7,050.00	12%	\$10,240.00	19%	\$4,250.00	11%	\$250.00	1%
	\$59,515.00	100%	\$58,200.00	100%	\$54,090.00	100%	\$39,537.44	100%	\$40,347.00	100%
AGENCY PARTNERSHIPS										
Youth Education / STEAM	\$30,000.00	5%	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$6,500.00	1%
Youth - Sports / Extra Curricular	\$0.00	0%	\$125,000.00	35%	\$25,000.00	21%	\$0.00	0%	\$0.00	0%
Community - Events	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$217.11	0%
Community - Programs / Trans / Housing	\$435,500.00	70%	\$40,000.00	11%	\$10,000.00	8%	\$930,000.00	100%	\$427,950.00	98%
Community - Environment / Trails	\$160,000.00	26%	\$190,000.00	54%	\$85,000.00	71%	\$0.00	0%	\$0.00	0%
	\$625,500.00	100%	\$355,000.00	100%	\$120,000.00	100%	\$930,000.00	100%	\$434,667.11	100%
SERVICE CONTRACTS & COMMUNITY FUNDING AGREEMENTS										
							Service Contracts/Agreements not in existence FY 14 & 15			
Youth - Education / STEAM / BGCNLT	\$128,700.00	44%	\$48,500.00	19%	\$53,500.00	25%				
Youth - Sports / Extra Curricular	\$0.00	0%	\$0.00	0%	\$0.00	0%				
Community - Events / Airshow	\$66,000.00	23%	\$52,500.00	20%	\$66,000.00	31%				
Community - Programs / Trans / Housing	\$79,500.00	27%	\$138,500.00	54%	\$78,500.00	36%				
Community - Environment / Trails	\$18,000.00	6%	\$18,000	7%	\$18,000.00	8%				
	\$292,200.00	100%	\$257,500.00	100%	\$216,000.00	100%				
TruckeeTahoeAirport\003. Restricted (T:)\Board Support\HISTORICAL REFERENCE DOCS\Historical Community Sponsorships.....									By: Marc Lamb 9/09/2019	

TTAD Community Engagement Programs Policies

Summary of ACAT Policy Recommendations to Board of Directors

At the June 11, 2019, July 9, 2019, and September 10, 2019 Airport Community Advisory Team Meetings, ACAT discussed the various Community Engagement Program policies in use by the District. ACAT is interested in providing comments, guidance, and recommendations to the Board in preparation for the Board of Director Review of these Policies. It is ACAT's hope that these recommendations may assist in Board deliberations, add additional clarity, and improve policy application.

Policies set from the TTAD Board related to all Community Engagement programming and resources fall under **PI311, an over-arching policy instruction and strategy-setting statement. Policies PI312, PI503, PI505, and PI507 are informed by and align with PI311.**

Overall ACAT is supportive of the community programs that the District is currently operating and as they align with the Airport Mission Statement. These findings and recommendations are intended to assist the Board in their deliberations and discussions related to our community program policies. Hopefully these comments will be helpful as the Board works to improve performance, transparency, and efficiency of the policies and programs.

ACAT recommendations and observations are summarized as follows:

Community engagement is an added-benefit to a well-run Airport District. Through the operations and resources generated from our airport activities, there are different resources available to have a positive impact in the community through community engagement. In these community engagement efforts, whether it is strategic partnerships, discounted airport space or sponsorships, we value the following in our decision making:

- Prudence of Resources
- Clear communications and reporting on resources and benefit to community
- Scale expectations and reporting to size of resources available or committed
- Timely and transparent in decision-making
- Periodic testing and audit of impact of resources, and processes around distribution
- Compliance with existing Airport policies and code of ethics

Community Engagement Programs:

1. Take a consolidated view of support, partnership, and funding policies on all Airport activities related to “community engagement” such as storage space, agency partners, sponsorships and contract for services.
2. Clearly and publicly announce resources available, process to access, scaled to request.
3. Consider setting goals, metrics and feedback loops around community engagement.
4. Consider an annual strategic focus, set by the Board to inform direction with partners, agencies, and applicants. Example given is a focus on housing, forest health, STEM, etc. This could streamline application process, deepen collaborative partnerships and potentially deliver bigger impact. Proactively engage non-profits aligned with this focus for higher impact, longer-term community investments (greater than \$50,000?).
5. Consider and provide guidelines on the risk level that Board thinks is appropriate, for the use of Airport resources and funds.

Due Diligence:

6. Scale expectations, application process, due diligence and reporting to the size of the resources available/requested. A \$300 sponsorship does not require the same level of follow-up and involvement as a \$100k partnership.
7. Develop evaluation models that support decision making for the use of resources and partnerships. This provides a clear framework to share with community, especially after decisions are made. These might include:
 - Complies with existing policies
 - Historic relationship with TTAD
 - Private sector contributions and rationale
 - Clear understanding of real or perceived community benefit
 - Follow-up reporting requirements, measurements, if any
 - “Skin in the game” financial commitment by partner
8. Determine readiness of different types of partners related to resources provided.
9. Develop annual disclosure process and oversight on conflicts of interest and confidentiality as it relates to vetting resource and funding partnerships.
10. Due Diligence processes, such as interviewing potential partners, assessing public support, verifying operational, financial and governance structures, \ should be separate from the public process. Ensure that process provides fair opportunities for competing interest to make their case.
11. Board should approve decisions that might appear to benefit or compete with the private sector. Staff ensures transparency of process to fund a private enterprise, including follow-up reporting policies, ensure contribution aligns with Airport Mission.
12. Clarify issues around land-usage and community space.
13. Clarify issues around parental choice activities and broad community benefit.

Reporting & Evaluation:

14. Clearly define required reporting and evaluation. Ensure it is appropriately scaled.
15. Report to the community, the connection of funds/resources to community benefit.
16. Wrap community-impact into one reporting mechanism, such as a dashboard for Board to review both annually and over time.
17. Conduct periodic public opinion surveys and qualitative feed-back mechanisms to measure long-term effects of CE investments.

SUBJECT: COMMUNITY SPONSORSHIPS AND AGENCY PARTNERSHIPS

PURPOSE: To provide guidelines for the prudent and transparent management and administration of community sponsorships and public agency partnerships to ensure the best value of TTAD's investment and overall community benefit. The Policy will assure a fair and open process is used in the allocation of community sponsorship and public agency partnership funds.

SECTION I - POLICY OVERVIEW

The Truckee Tahoe Airport District ("District") is furthering its mission which is to provide a high level of benefit and value to all Airport District constituents. Based on available funds, the District may provide 1) sponsorships to non-profits and 2) partnerships with local public agencies that provide a high level of benefit to the constituents of the Airport District. To achieve the purpose of this policy, the following categories are established:

1. Community Sponsorship - \$0 to \$3,000. (See Section II of Policy)
2. Agency Partnership - \$3,001 or more. (See Section III of Policy)

The following definitions apply to all sponsorship and agency partnership categories. Each category of the policy has funding limits, processes, and eligibility criteria. The District funds specific programs, events or projects as opposed to organizations or public agencies in general. Therefore, requests for funding must be for programs operated by an organization or public agency as opposed to a contribution to general operating expenses. The intent is that the public will receive cultural, educational, entertainment, or safety enhancements or value from the program enhancing the awareness of and goodwill towards the District.

COMMON DEFINITIONS:

Definitions in this section apply to all sponsorship/partnership categories:

- a. **District:** For the purposes of this policy, "District" shall refer to the Truckee Tahoe Airport District (TTAD).
- b. **Community Sponsorship:** A sponsorship in cash to the organization or public agency which may be used to offset the costs of specific programs, outreach, and events in return for benefit to District constituents and recognition of the District and its mission. Community Sponsorships are primarily for non-profit entities.
- c. **Agency Partnerships Funds:** Funds set aside to partner with another public agency and or taxing agency, town, county, or local government where a specific defined airport benefit to mutual District/agency constituents, direct airport benefits, improvement of District property, shared equipment, and/or enhanced safety is realized.

- d. **Community Sponsorship Fund:** Funds set aside by the District each year to provide sponsorship and support for community programs, outreach, and events.
- e. **In-Kind Sponsorship:** Any services requiring use of District property, equipment, or resources of any means other than cash. This includes, but is not limited to staffing for events, equipment, or events and projects that require multiple days/weeks/months to complete. Donation/trade of available hangar space for storage for non-profit or other public agencies is included.
- f. **Partnerships with Non-profits:** Common service that has district and public benefit as a result may involve education, recreation, and environment or services that can potentially offset District cost; may be used to offset the costs of specific programs, outreach, and events. Subject to board approval; the board can award increased funding at their discretion.
- g. **Organization:** Includes educational institutions, public agencies, service clubs or groups, for-profit entities, and not-for-profit agencies and corporations registered to do business in the State of California or Nevada. Nevada not-for-profit agencies and for-profit entities will be considered for sponsorships if they are significantly serving residents of the District.
- h. **Program:** A celebration, event, fundraiser, athletic, cultural, or educational activity that demonstrates a public benefit and/or community program held for the primary purpose of raising funds for a non-profit organization and for which other intrinsic cultural, athletic, entertainment, or educational value is provided for the benefit of constituents and the advancement of the District's mission.
- i. **Sphere of Influence:** All areas within the political boundaries of the Airport District. Sphere of Influence may also extend to areas outside District political boundaries where the District and communities are served and potentially impacted by airport operations.
- j. **Constituent:** A constituent of the District includes residents, property owners, community members, and voters within the District's political boundaries. Constituents may also include individuals and groups outside the District's political boundaries, but within its sphere of influence.

IMPROVEMENTS TO DISTRICT ASSETS OR PROPERTY

The Board of Directors, in partnership with other public agencies, may choose to fund improvements or enhancements to District assets, which is any interest in real property, or equipment that the District owns in full or in partnership through written agreements with other public agencies. The District reserves the right to fund improvements or enhancements to these District assets or interests to assure the continued viability, upkeep, and/or public benefit of those District assets and interests.

SCIENCE TECHNOLOGY ENGINEERING AND MATH (STEM) PROGRAMS AND EDUCATION

There is currently (2019) and for the foreseeable future a well-documented shortage of aviation professionals to fill the labor needs in aerospace, airport management, aircraft mechanics, pilots, air traffic control as well as other aviation industry professions the District depends on for day to day operations of the Airport. All professional sectors of the aviation industry are encouraging and supporting advocacy of STEM programs as a method to encourage young people at all educational levels to explore and consider careers in the aviation industry. To that end the District will consider Community Sponsorships and Agency Partnerships which advance STEAM themed education programs and endeavors, particularly those that advocate for profession necessary to sustain operation of the Truckee Tahoe Airport.

CONTRACTS FOR SERVICE WITH PUBLIC AGENCIES OR NON-PROFITS

In certain situations the District may contract for services with public agencies or non-profit organizations to provide services to the District and its constituents. These typically involve a specific task, function, job, program, or work product the District chooses not to provide itself but allow an agency or organization with expertise in that field to provide for the District . Often a nonprofit or public agency with specific experience in an identified subject area or industry can provide a higher quality product with greater efficiency and at reduced costs than the District could provide itself. Examples of these Contract for Services include some STEM education programs, Aircraft Rescue and Fire Fighting, public transit, Airport Shuttles, etc. These Contract for Services typically fall outside of PI-311.

SECTION II - COMMUNITY SPONSORSHIP (\$0 - \$3,000)

The District recognizes the importance of providing support for community events and programs that are held for the general benefit of the community. Support of non-profit organizations serving the District's constituents; such as, but not limited to: arts and humanities, cultural, athletic, health care, STEM, human services, and educational enrichment and/or promotion of the Truckee Tahoe Airport District's mission of community enhancement. In order to expand awareness to the airport as well as a wide range of experiences and community connections for all its residents, the District provides limited assistance, if the budget allows, through in-kind and cash sponsorships to local organizations in support of community programs that serve a TTAD, community, and public purpose.

PROCESS

A one page application is available online on the District website or available at the District Office. Community sponsorship applications are approved by District Senior Staff. Cash sponsorships for eligible organizations, events, and programs will be considered upon filing a sponsorship application with the monetary and/or in-kind sponsorship requests no less than 30 days and no more than six months before the program or event date. Sponsorships will only be provided for services, programs, and organizations meeting the eligibility criteria stated in this Policy.

Cash and in-kind sponsorship applications will be processed as they are received. Cash sponsorship applications shall be reviewed for District benefit, eligibility, and financial impact by a Committee made up of the Director of Aviation and Community Services, Director of Operations and Maintenance, Director of Finance and Administration, and the General Manager. Application processing and approval timeline is typically 60 days or less.

The TTAD Director of Aviation and Community Services shall be responsible for accounting for the community sponsorship fund; shall keep a listing of all organizations, events, and programs receiving sponsorships through this program; and shall maintain a balance of funds available. Special event requirements and other requirements must be followed according to District policies and instructions. Failure to comply will result in the organization being ineligible for future sponsorships for a period of two years from written notice.

APPLICATION REQUIREMENTS

Each applicant will be required to submit:

- 1) A community sponsorship application on a form detailing the organization, program or event including dates, times, and location, the local office/headquarters of the organization, the organization's purpose/mission, and how the proposed program, partnership or event will benefit residents of the Truckee Tahoe Airport District.
- 2) Current proof of 501(c)(3), and/or other non-profit status must be provided (if applicable as determined by the District).
- 3) A copy of the program's sponsorship criteria/guidelines that outlines the program's sponsorship categories and benefits of sponsorships at various levels.
- 4) Incomplete applications will be returned to the applicant and will not be processed.
- 5) The Truckee Tahoe Airport District may request additional information as necessary.

FUNDING LIMITS

The Board of Directors shall determine the community sponsorship fund balance during the budget process each year. Community sponsorships may be provided to eligible organizations. Cash or in-kind donation sponsorships typically shall not exceed \$3,000 or two awards per organization, per fiscal year (whichever is met first) unless otherwise approved by the Application Review Committee or Board of Directors.

ELIGIBILITY CRITERIA

- 1) The Truckee Tahoe Airport District will not award community sponsorships to any religion, church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message as the primary purpose.
- 2) Political organizations and/or individual campaigns are not eligible for sponsorships for programs they conduct.
- 3) Programs that discriminate on the basis of age (40 and above), race, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry or national origin are not eligible for sponsorship funds.
- 4) Individuals are not eligible for sponsorships.
- 5) For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization.
- 6) For-profit organizations are not eligible for community sponsorships for promotional programs for which the organization/corporation or its employees or officers will gain personal financial benefit (i.e., a sales promotion).
- 7) All programs or events must provide a benefit to the Districts' constituents or those living in the Districts' sphere of influence; and the organizations programs or events must principally serve District constituents.
- 8) Programs must be open to the public and charge only nominal and reasonable participant fees where such fees and associated revenue are used to offset program costs or are part of the fundraising effort.
- 9) The sponsoring organization must also agree to do the following (failure to do so will result in future ineligibility for a period of two years from written notice):
 - a. Obtain all required permits, clearances, insurances, and program authorizations within time restraints and in compliance with local, State, and Federal laws and any applicable Truckee Tahoe Airport District policies and procedures.
 - b. Acknowledge the support of the Truckee Tahoe Airport District where appropriate, and include on all printed information and advertising related to the event for which sponsorship was provided.

- c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the District provides. This booth and space and admission to the event shall be provided at no cost to the District. If necessary the District can provide its own booth and setup.
 - d. Community Sponsorship recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program or event. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
 - e. Provide the District with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e., logo display, sponsor table, advertising benefits, etc.).
 - f. Reporting Requirement: After the event or program the applicant must provide to the District copies of materials, pictures, and collaterals where the District was recognized and/or highlighted per the requirements of this policy.
- 10) Individuals or organizations or public agencies that have been named in a lawsuit involving the District or have pending litigation with the District are ineligible for sponsorship/donation, until such matters have been resolved.

SECTION III - AGENCY PARTNERSHIP (\$3,001 OR MORE)

The District recognizes the importance of providing support for community events, programs, and projects held for the general benefit of the community. The District also realizes that some requests may require a significant financial commitment (\$3,001 or more) on behalf of the District. The Agency Partnership program is aimed at:

- Forming active and mutually beneficial relationships with organizations and/or public agencies
- Providing benefit and value to the common constituents of both the District and the partnering agency

In addition, Agency Partnerships will:

- Be responsive to community needs
- Build value for the Airport District; and
- Reflect the Truckee Tahoe Airport District's Mission

Funding for Agency Partnerships shall be established by the Board of Directors each year during the annual budget process. The District's fiscal year begins January 1st of each year and ends on December 31st of the year.

PROCESS

The District will carefully consider Agency Partnership requests that match its mission statement and goals while also providing an aviation benefit to the District and/or a mutual benefit to the District constituents and the partner public agency. Agency Partnership opportunities will be reviewed on a case by case basis as they are presented to the District. Agency Partnerships with the District will only be considered when endorsed through a formal motion or resolution with findings approved by the governing board of another local public agency with an elected or appointed board. Agency Partnerships will first be reviewed by District staff to ensure they meet all the eligibility criteria. Once this determination has been made, each request will be presented to the TTAD Board of Directors for their determination and/or approval. Typically applications are presented at a regularly scheduled Board Meeting by the applicant where the Board will ask clarifying questions, receive public comment and deliberate and discuss the application. Action on the application will then occur at a future Board meeting. The date of that meeting will be as directed by the Board of Directors with a recommendation from staff.

FUNDING LIMITS

The Board of Directors shall determine the Agency Partnership fund balance during the budget process each year. The Board of Directors may at their discretion use Community Outreach Unrestricted Net Assets to fund Agency Partnerships.

ELIGIBILITY CRITERIA

- 1) Agency Partnerships with the District will only be considered when endorsed, through a formal motion or resolution with findings approved by the governing board, by another local public agency with an elected or appointed board. Non-profit and community organizations are eligible when in partnership with a public agency, and are named as such in the formal motion or resolution.).
- 2) The partnering agency shall outline their direct investment, funding, or in-kind contribution being applied to the Agency Partnership request. Typically the District requires significant in-kind and/or direct cash contributions, or ongoing care and maintenance of a program or facility by the partnering agencies for an application to qualify for District funding under PI 311 – Agency Partnerships.
- 3) The motion approved by the public agency governing board should:

- a. Describe the public benefit of the request and/or partnership opportunity
 - b. Outline what the partnering agency intends to contribute to the request
 - c. Express support for the requested event, program, or project
 - d. If applicable, name the partnering non-profit organization.
- 4) State and Federal Agencies are not eligible for funding.
- 5) The Truckee Tahoe Airport District will not award Agency Partnerships to any religion, church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from Agency Partnerships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message as the primary purpose.
- 6) Political organizations and/or individual campaigns are not eligible for Agency Partnerships for programs they conduct.
- 7) Programs that discriminate on the basis of age (40 and above), race, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry or national origin are not eligible for Agency Partnership funds.
- 8) Individuals are not eligible for funding.
- 9) For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization.
- 10) For-profit organizations are not eligible for Agency Partnerships.
- 11) All programs or events must provide a benefit to the Districts' constituents or those living in the Districts' sphere of influence; and the organizations programs or events must principally serve District constituents.
- 12) Programs must be open to the public and charge only nominal and reasonable participant fees where such fees and associated revenue are used to offset program costs or are part of the fundraising effort.
- 13) The public agency must also agree to do the following (failure to do so will result in future ineligibility for a period of two years from written notice):
 - a. Obtain all required permits, clearances, insurances, and program authorizations within time restraints and in compliance with local, State, and Federal laws and any applicable Truckee Tahoe Airport District policies and procedures.
 - b. Permanently acknowledge the support of the Truckee Tahoe Airport District where appropriate, and include on all printed information and advertising related to the event for which sponsorship was provided the following statement: ***"Major funding provided in part by the Truckee Tahoe Airport District"*** or other statement or logo approved by the General Manager.
 - c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the

District provides. This booth shall be provided at no cost to the District. If necessary the District will provide its own booth and setup.

- d. Partnership recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program, event, facility, or equipment. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
 - e. Provide the District with whatever benefits are afforded other sponsors of similar sponsorship or partnership levels (i.e., logo display, sponsor table, advertising benefits, etc.).
 - f. The public agency receiving such funds shall extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.
 - g. Reporting Requirement. After the event, program or project is complete, the applicant must provide to the District copies of materials, pictures, and collateral where the District was recognized and/or highlighted as well as evidence the stated objective of the applications was realized per the requirements of this policy.
- 14) Individuals or organizations or public agencies that have been named in a lawsuit involving the District or have pending litigation with the District are ineligible for sponsorship/donation, until such matters have been resolved.
- 15) Applicants must be of upstanding moral and public character. Applicants have a fiduciary responsibility to maintain a public image that corresponds with that of the District's mission and core values.
- 16) In cases of a significant financial partnership commitment, if funding is approved, the District shall require, as a condition of providing such funding assistance, all of the following:
- a. Permanent acknowledgement of the Airport District's participation to the District's satisfaction.
 - b. That the recipient of funds execute in favor of the District a Release and Covenant Not to Sue by the Aircraft utilizing that airport or the fund recipient's use of their real property, fund recipient as to:
 - i. Any claimed damages or adverse impacts of the Truckee Tahoe Airport,
 - ii. Aircraft utilizing that airport or the fund recipient's use of their real property,
 - iii. Any land use restrictions or increased structural requirements imposed by the Truckee Tahoe Land Use Commission's Compatible Land Use Plan, whether currently in effect or as may be later adopted.